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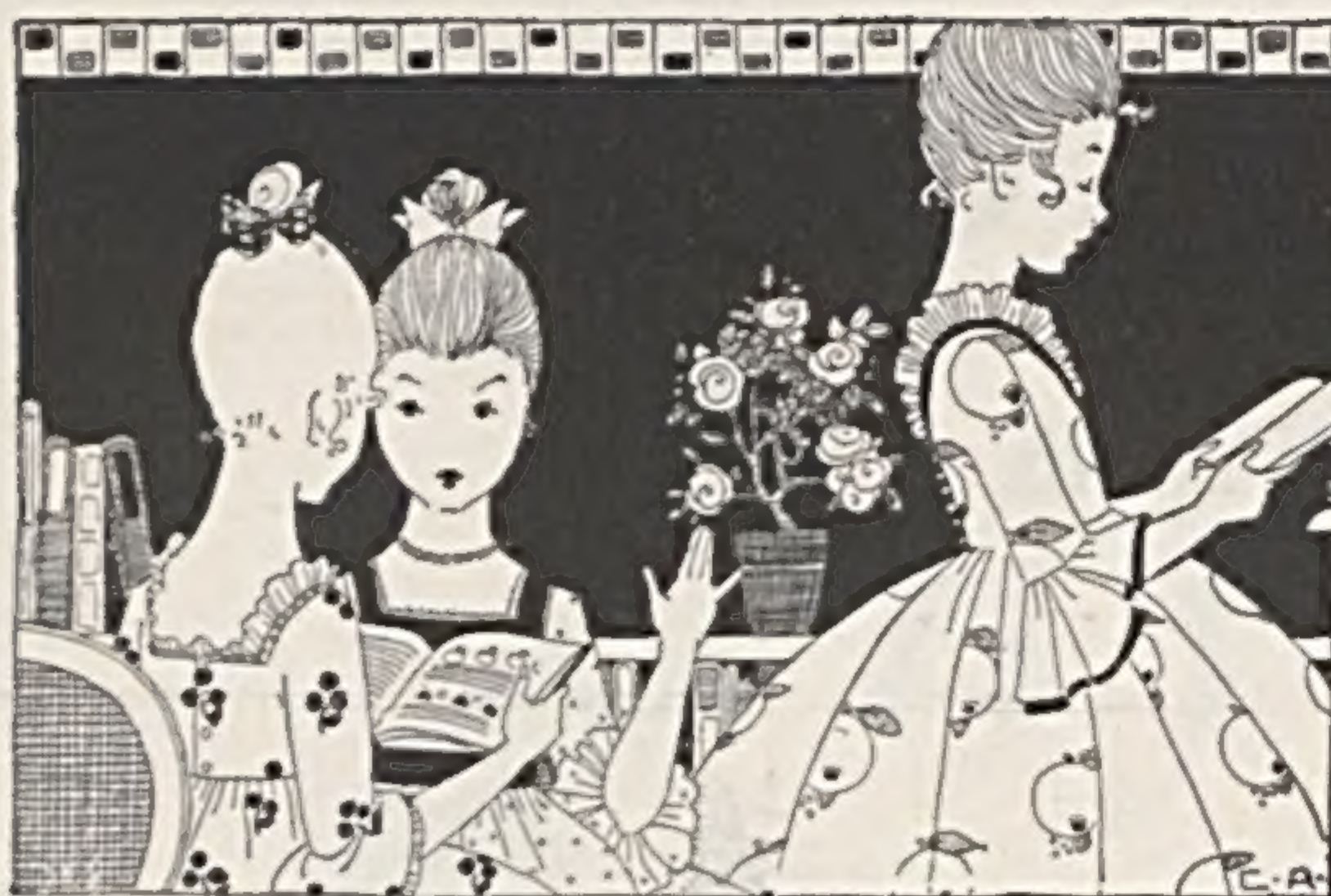
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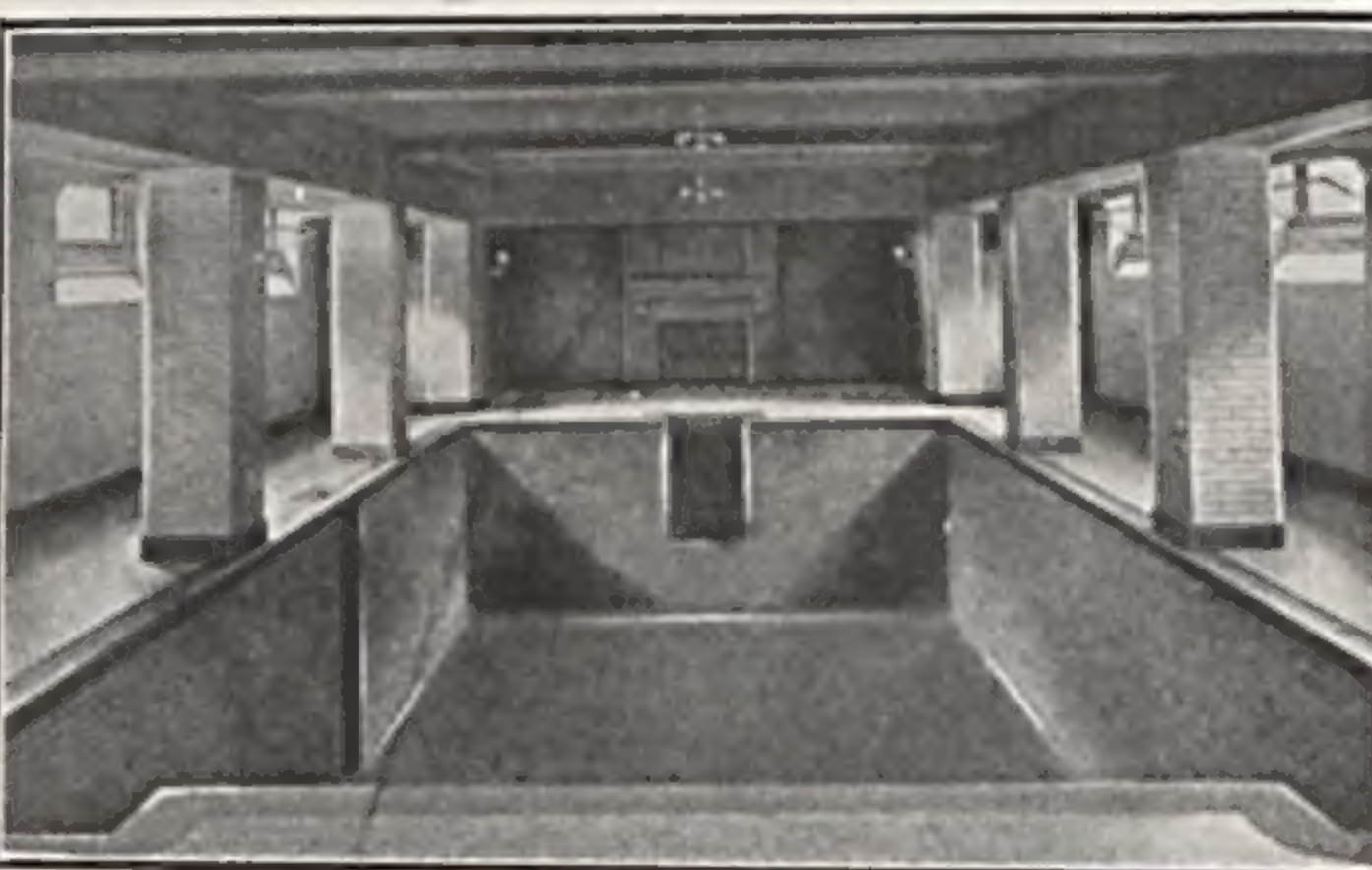
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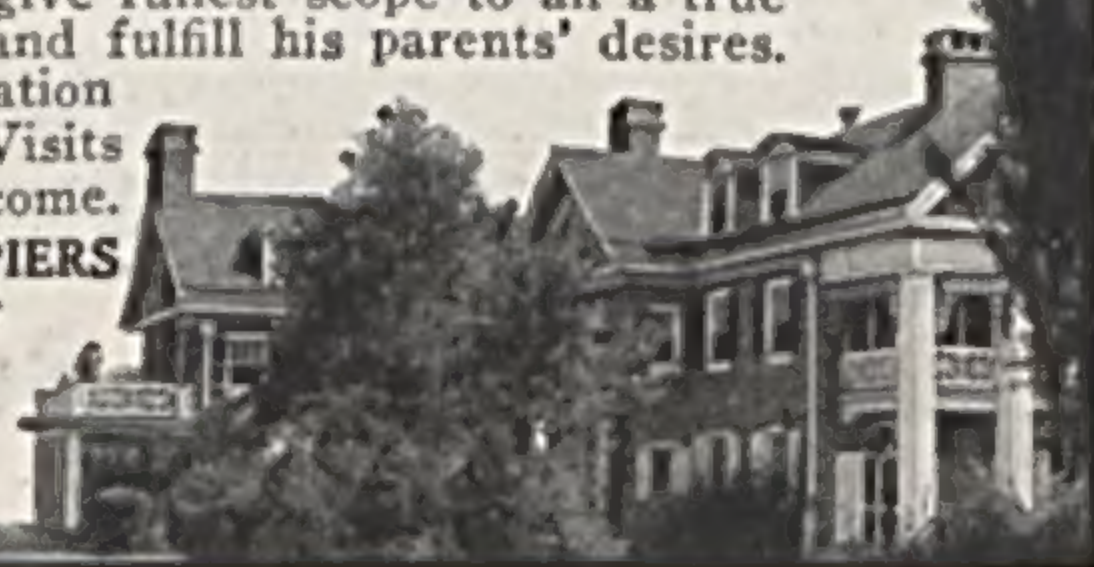
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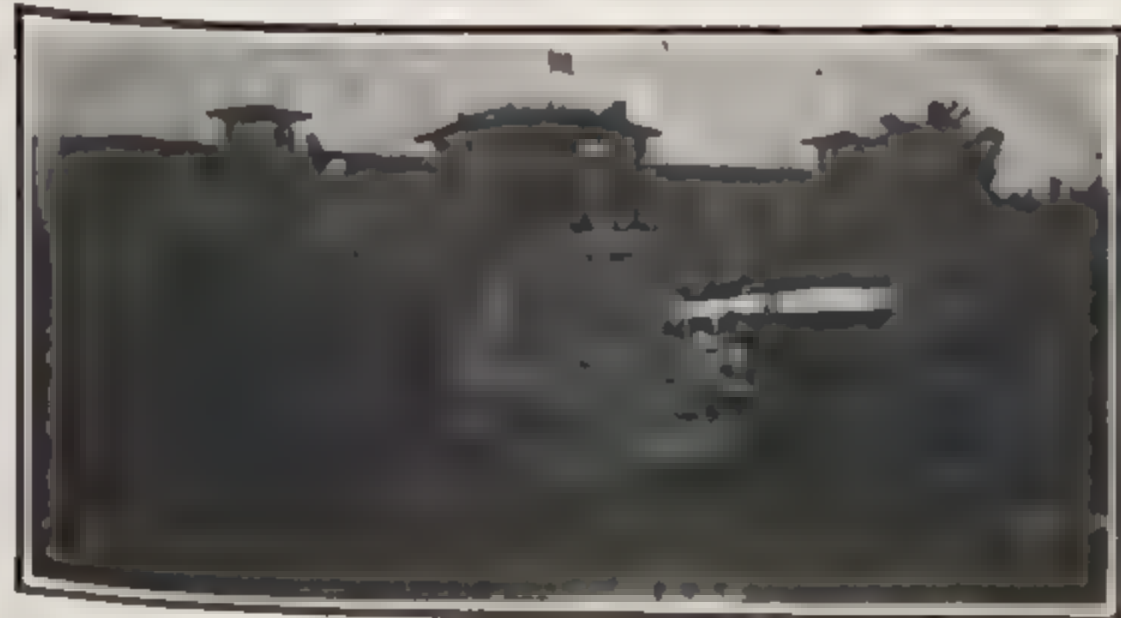
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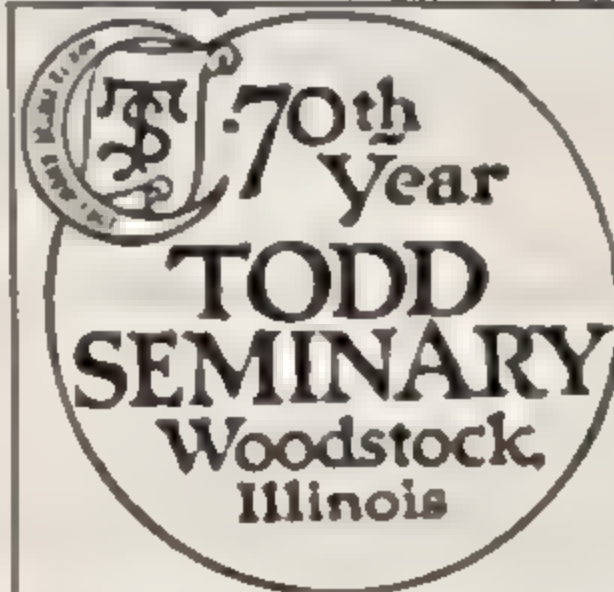
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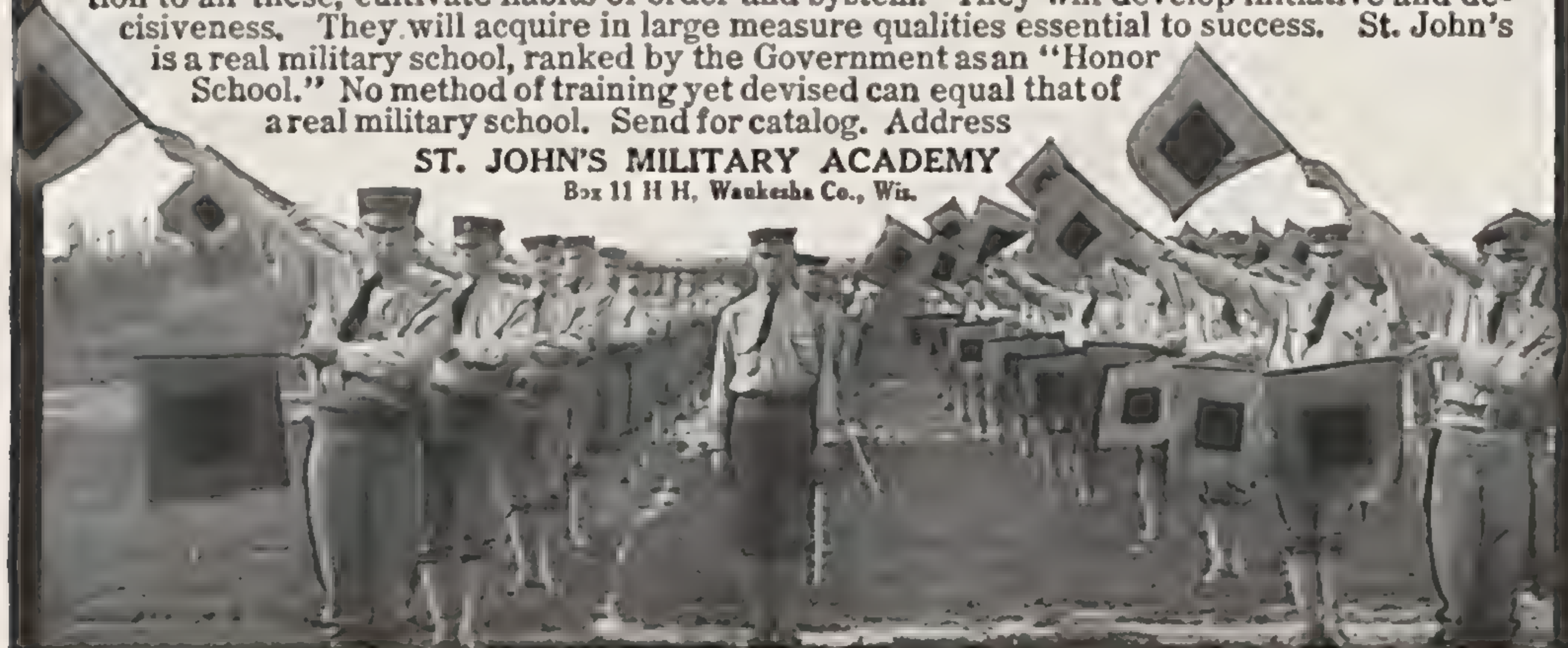
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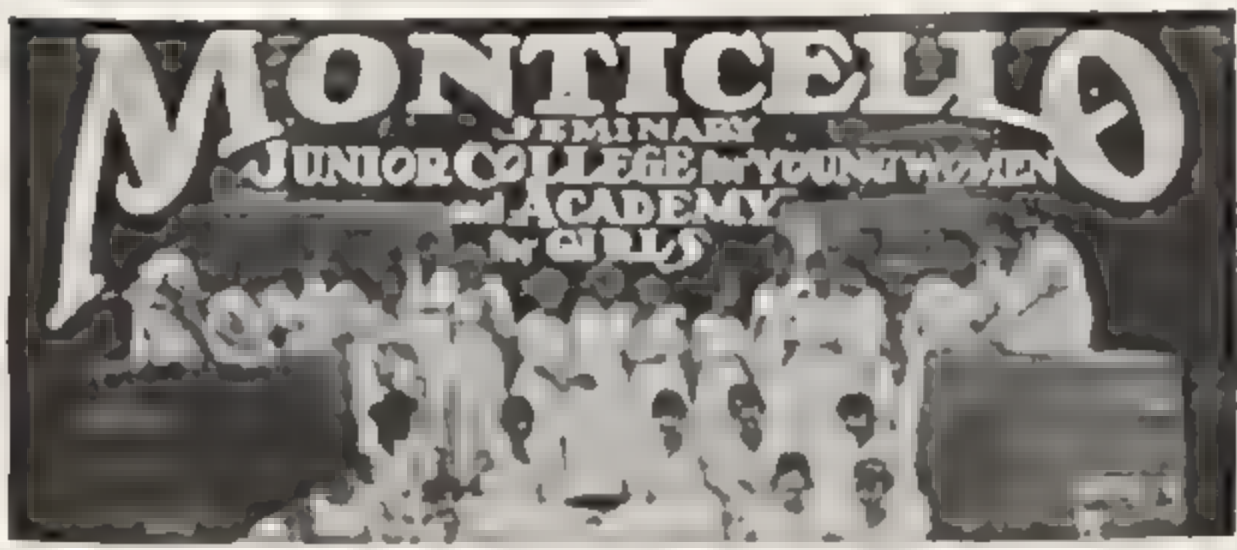
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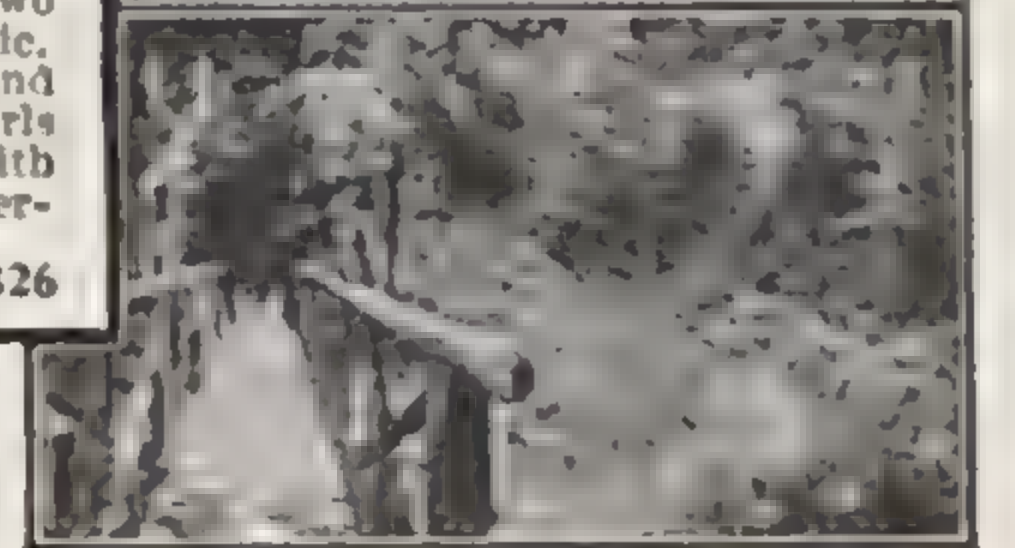
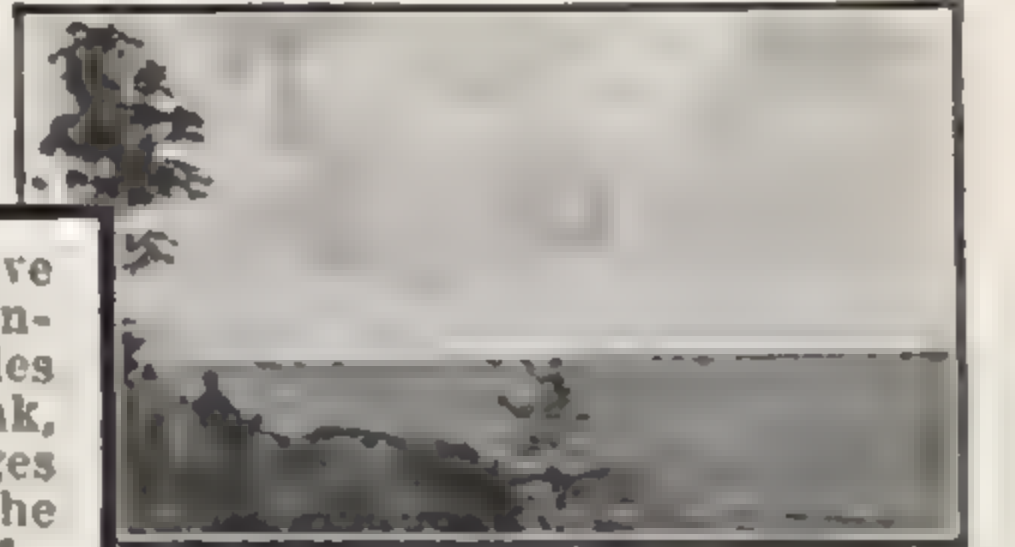
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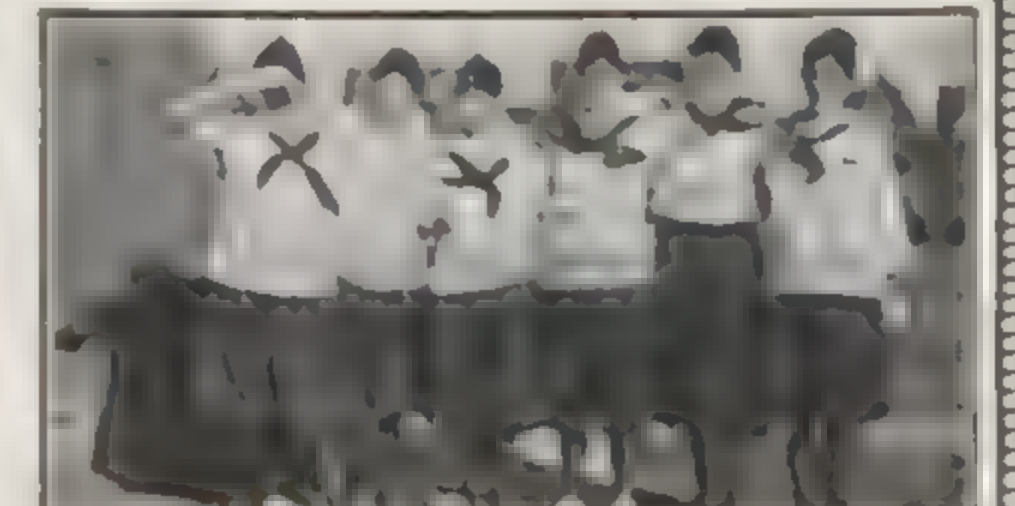
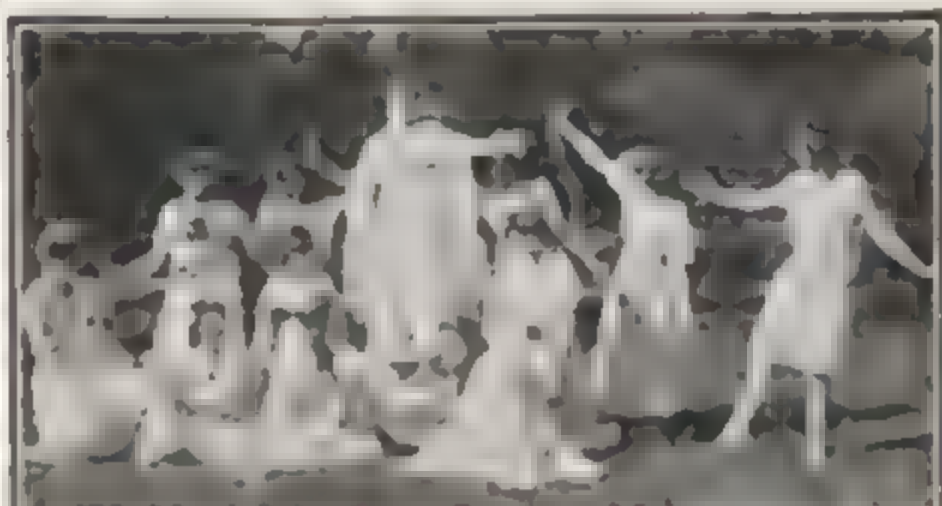
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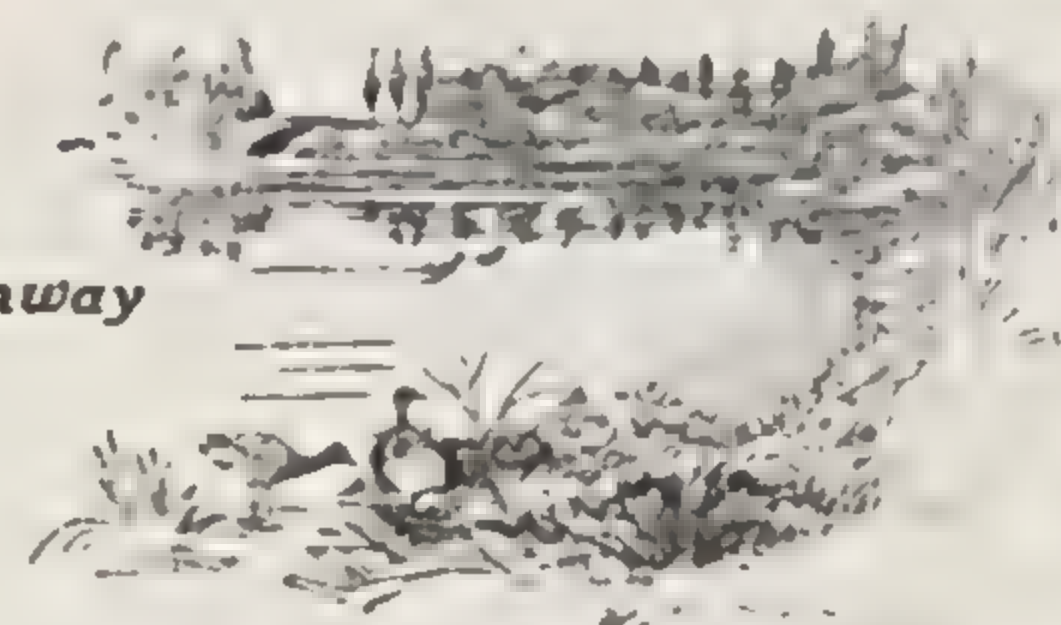
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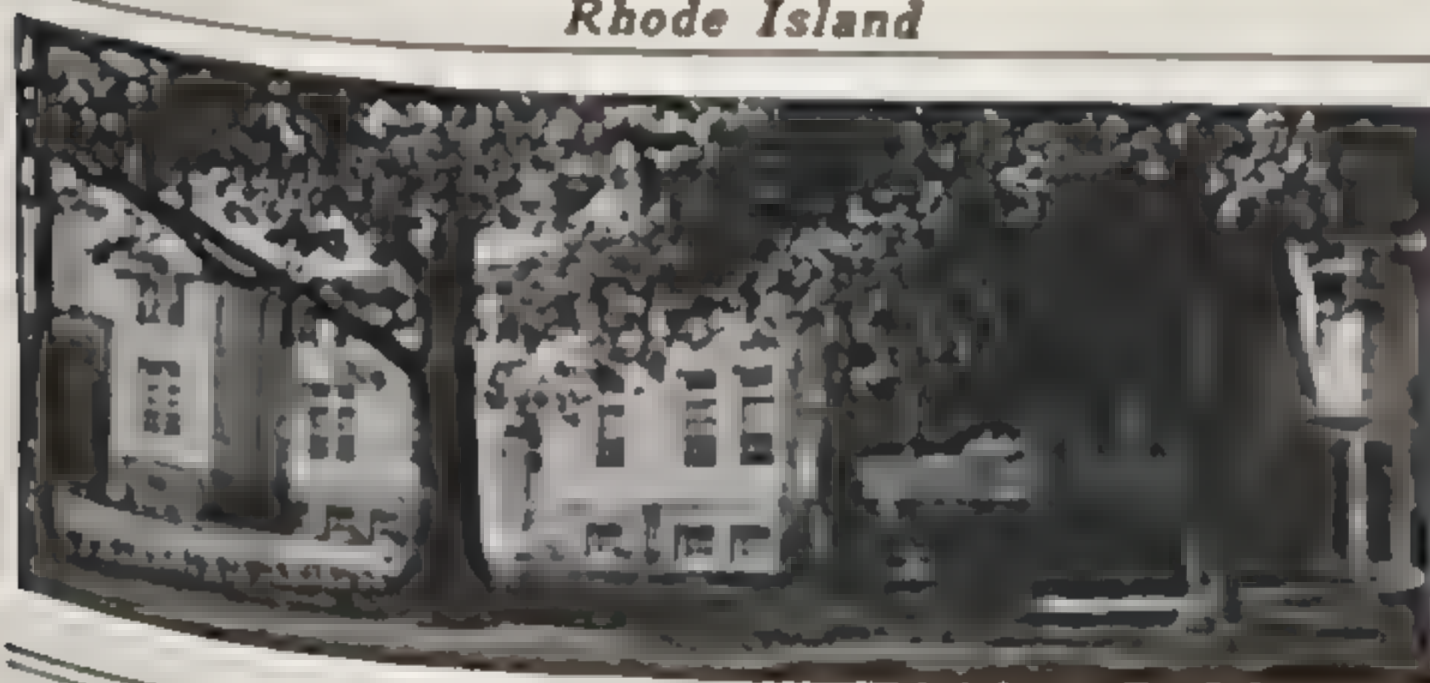
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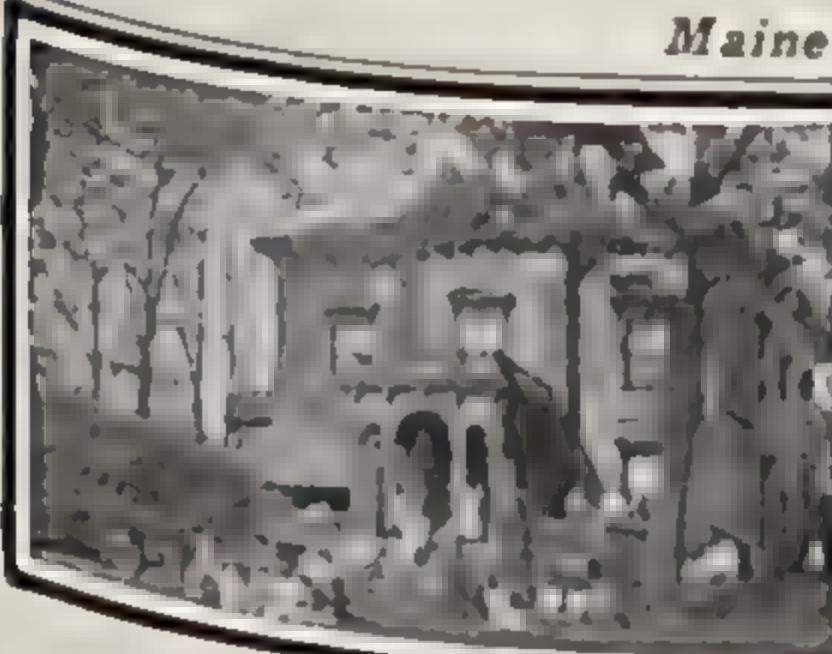
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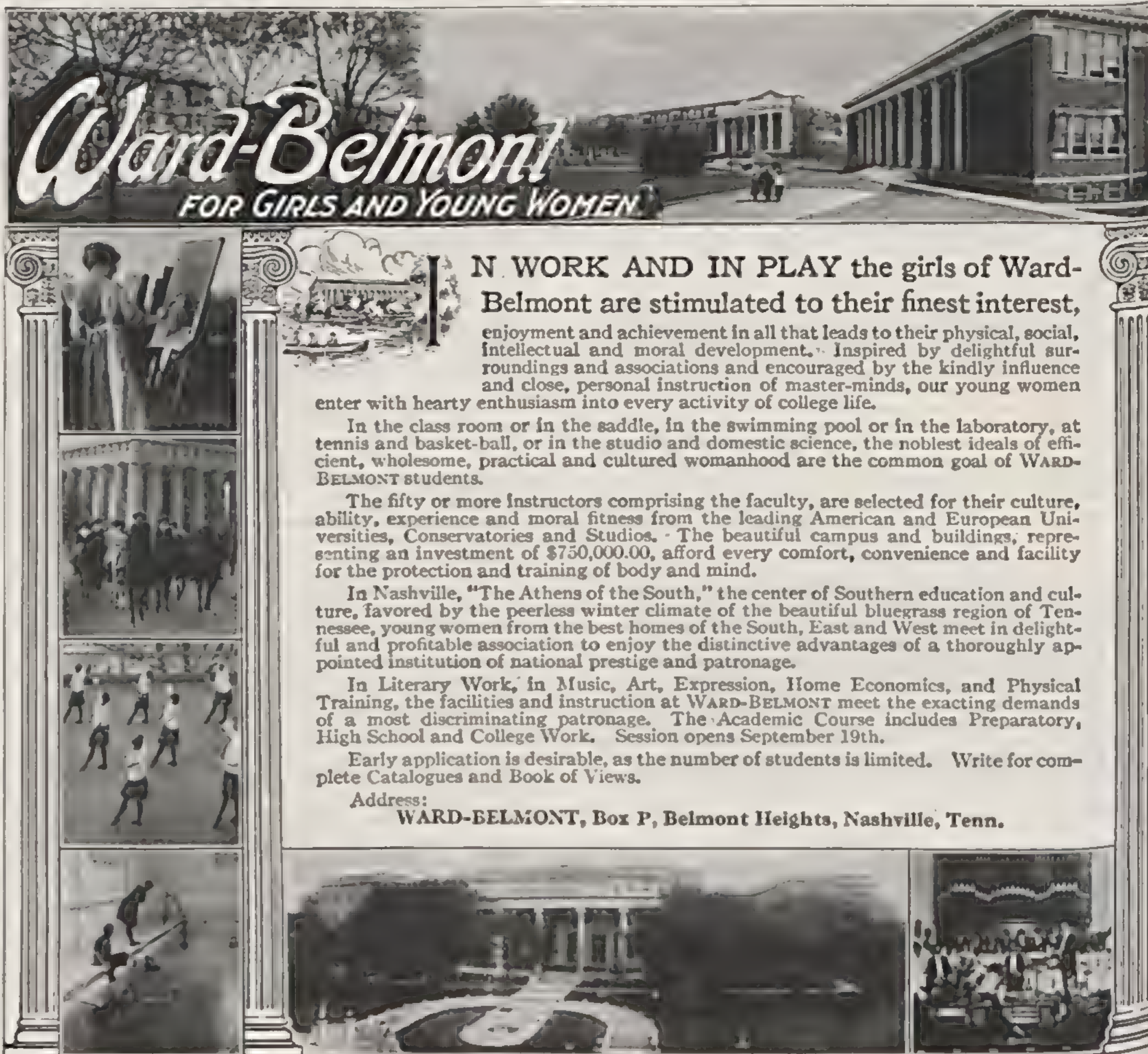
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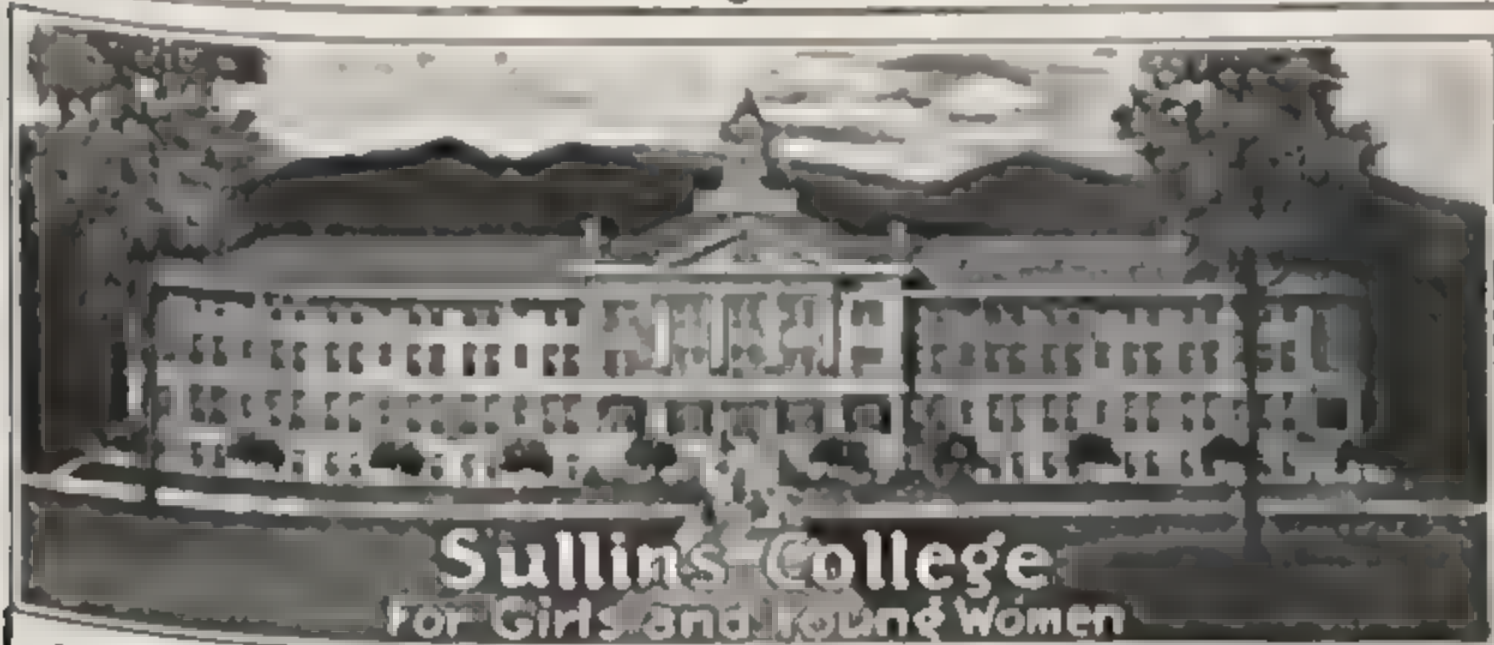
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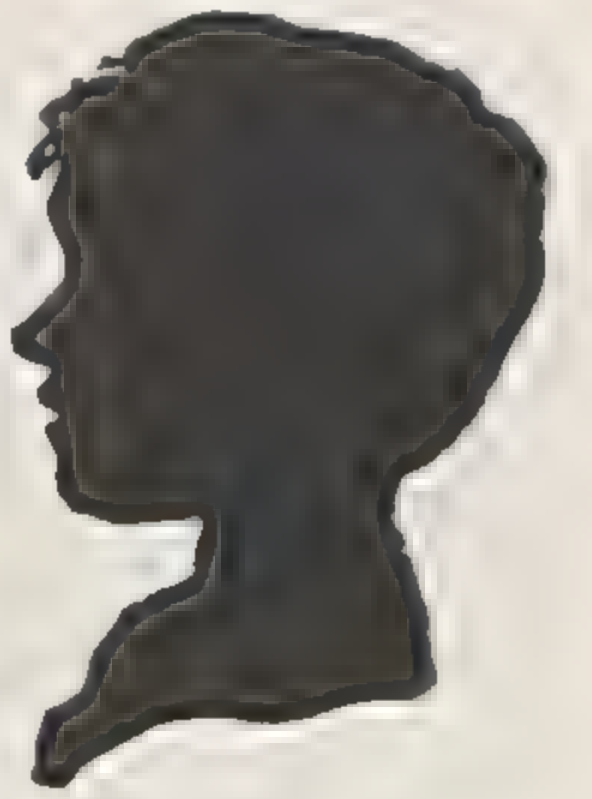
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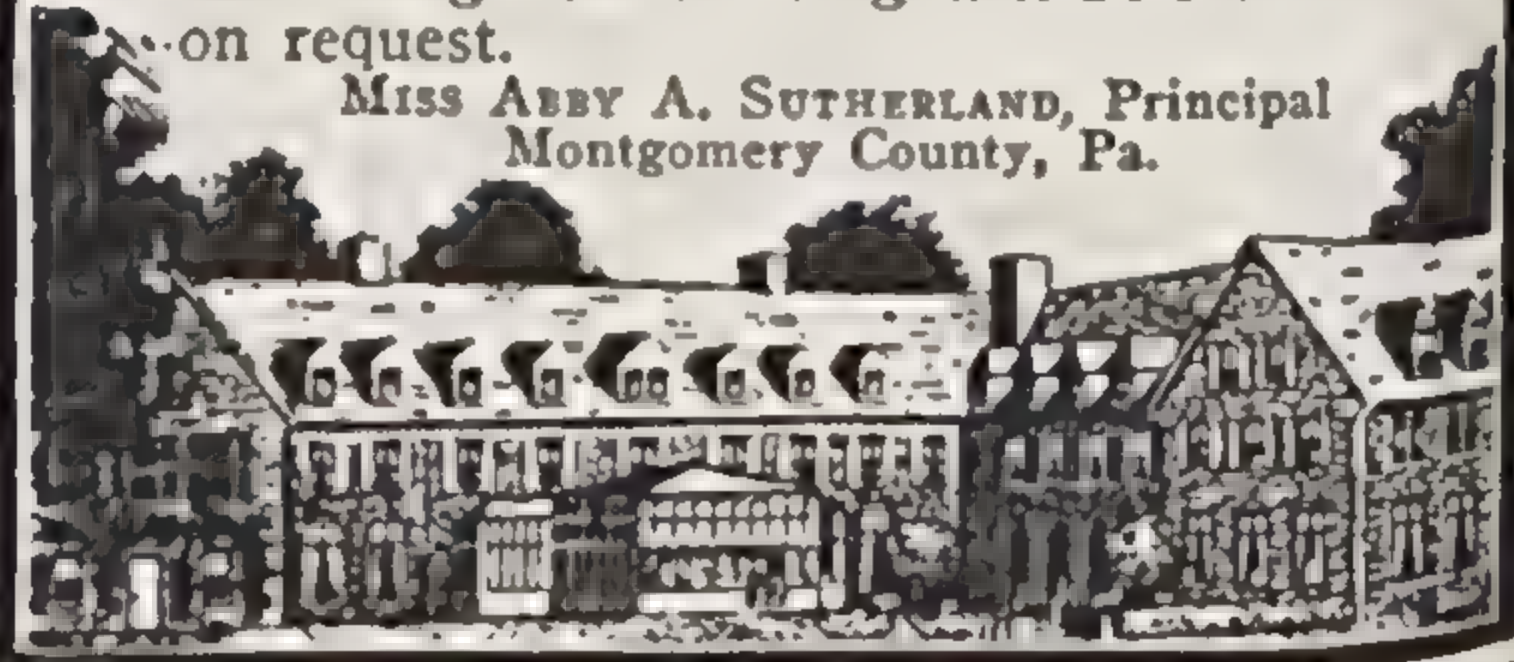
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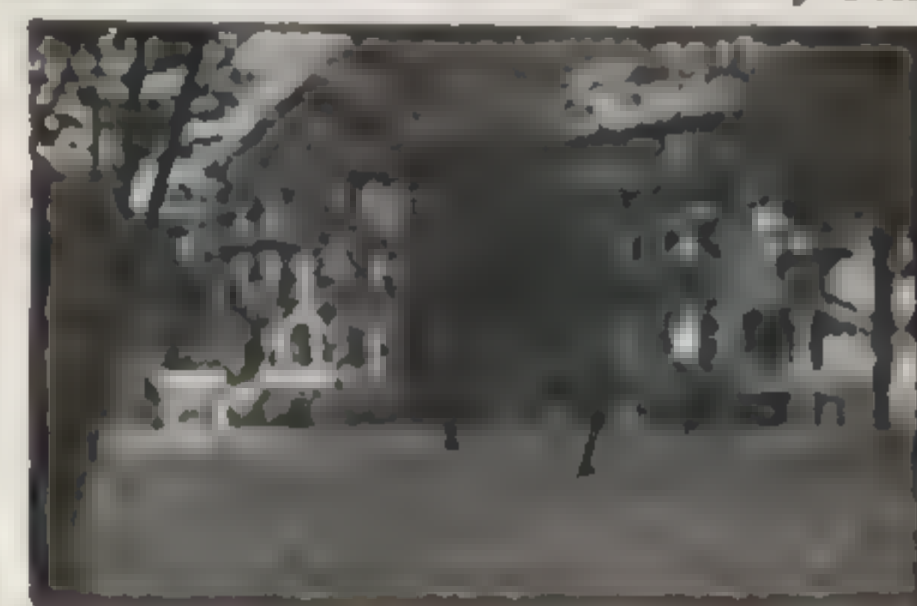
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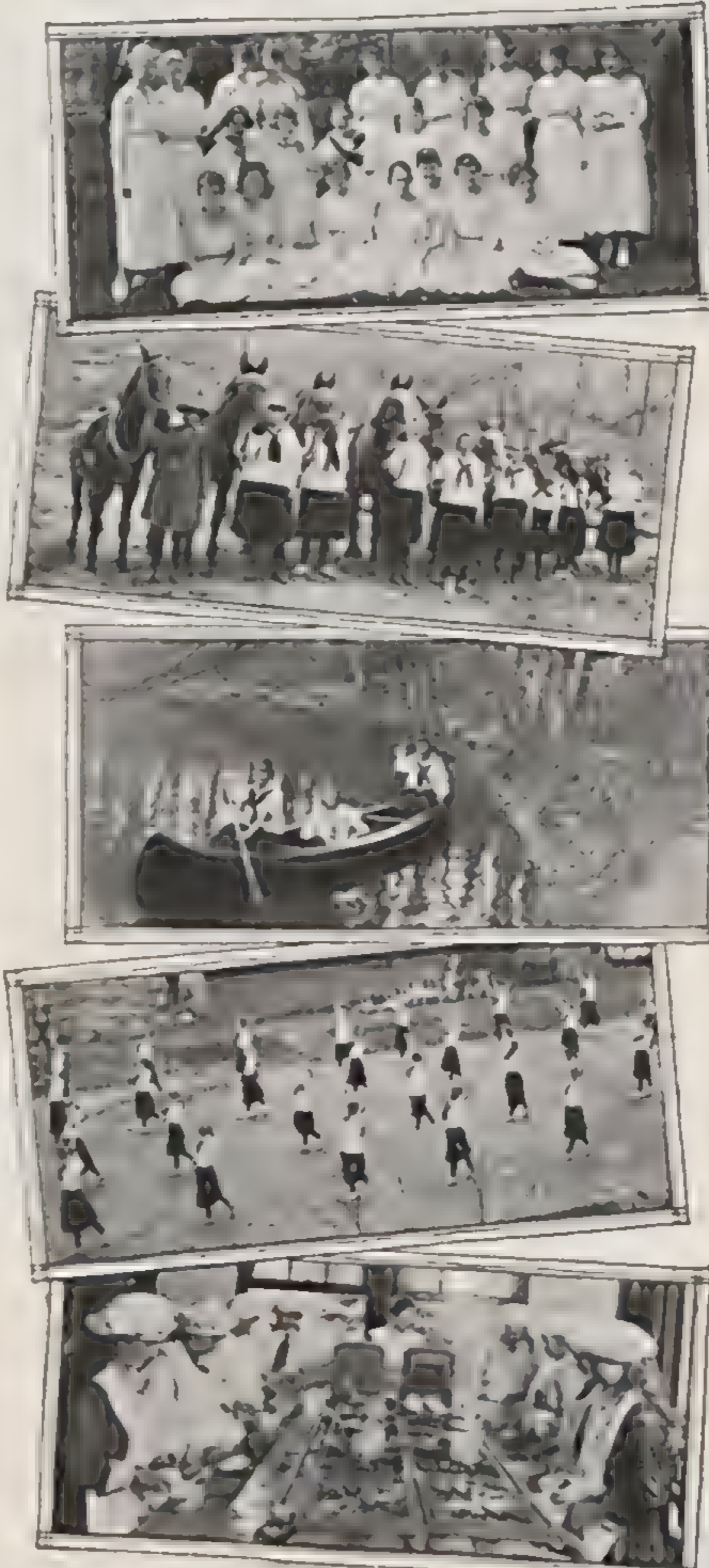
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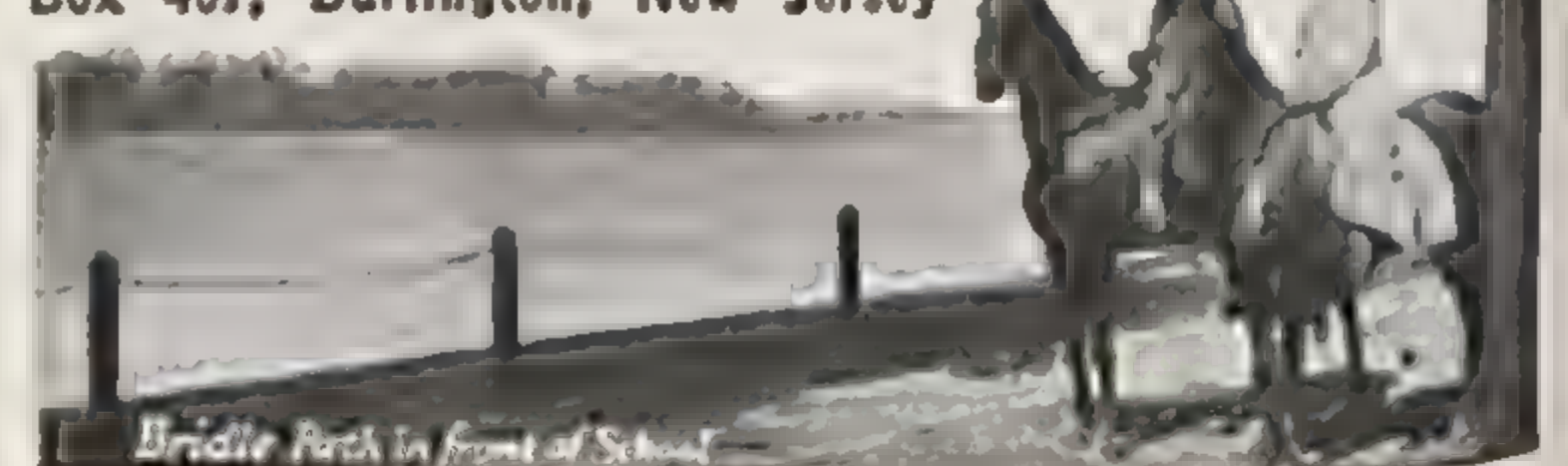
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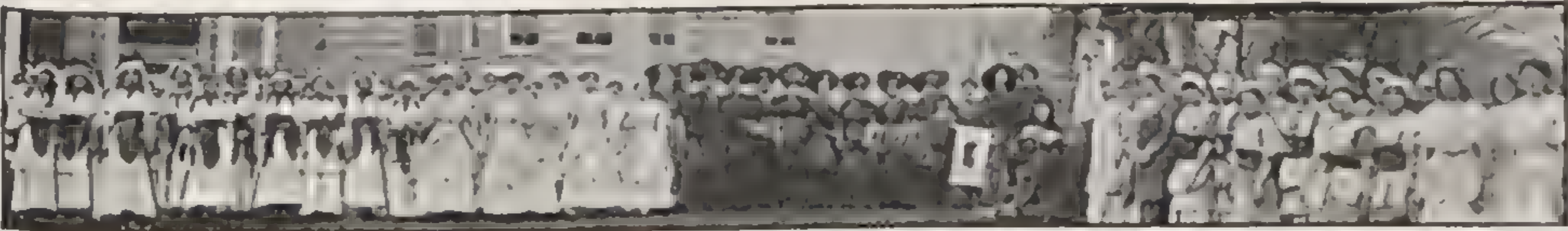
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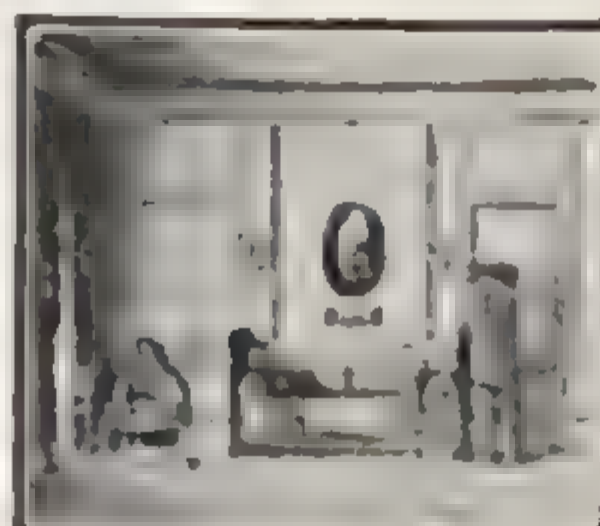
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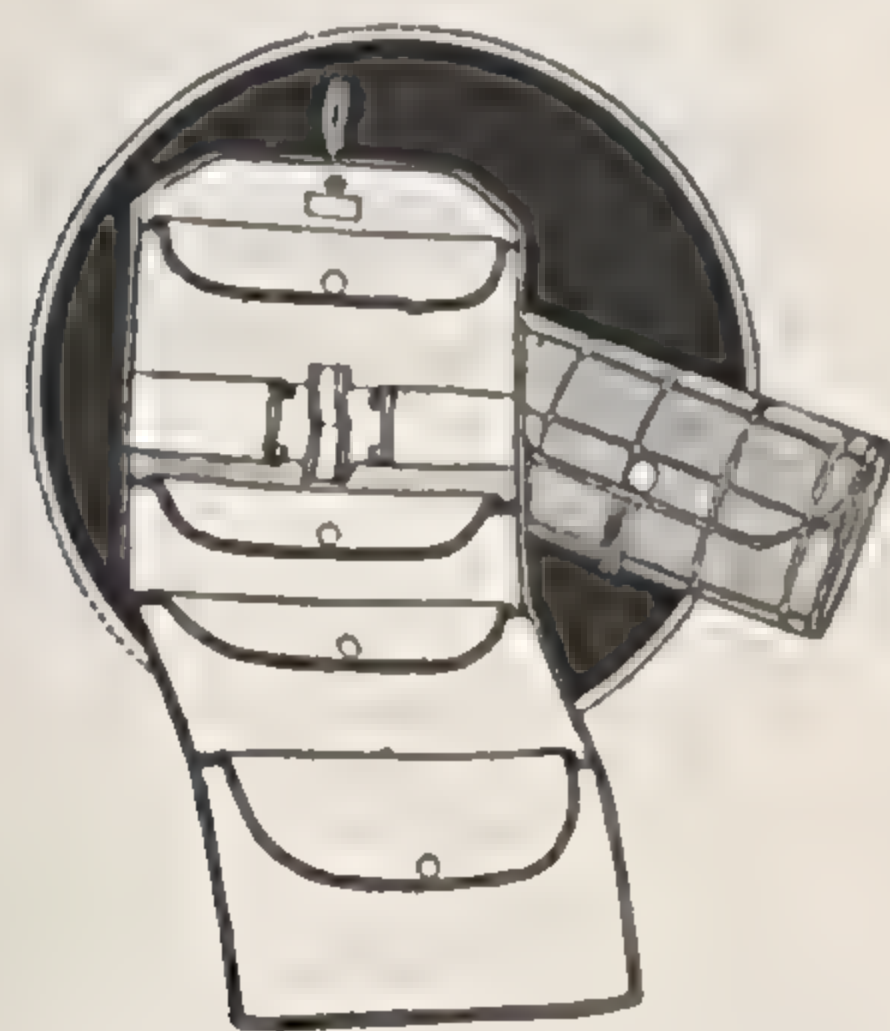
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CASH For any discarded jewelry, new or broken. For any Diamonds or watches. For any discarded false teeth with or without gold.

SEND by mail or express any gold, silver, platinum, diamonds, watches, gold leaf, magnetite points, or false teeth in any shape. Nothing too small or too large. We send

CASH at once or return your goods at our expense if our cash is returned within 10 days as unsatisfactory. Established 1899. Liberty Refining Co., A. 432 Wood Street, Pittsburgh, Pa.

JOHN DALEY PAYS CASH for Platinum, Gold, Silver, Pearls, Diamonds, Antiques: entire contents of houses. Appointments made. 654 Sixth Avenue, corner 38th Street. Tel. Greeley 3945.

WYLER pays highest prices for Pearls, Diamonds & other precious stones; also Platinum, Gold & Silver. (Confidential.) Established 30 yrs. Bank references. 661 Fifth Ave., at 52nd Street, N. Y.

MRS. T. LYNCH'S SON, INC., buys Diamonds, Pearls, Old Gold & Silverware, only one price offered, our references. Established 1844. 227 W. 42nd St., near Broadway, N. Y. Bryant 1686.

WE PAY \$2 per set and up for old false teeth, any condition (mail or bring). Old gold, silver, platinum, plated ware, antiques. Levitt, 727 Columbus Av. (nr 96) N. Y.

SIMPSON—America's greatest jewelry and diamond buyer. Send to us, or we will call on you (in or out of town). Simpson, 101 West 42nd St., N. Y.

DON'T SELL YOUR DIAMONDS, Jewelry, Pearls, Silver, Brio-a-brac, Brouzes, Rugs. We loan you more money on them at the legal rate of interest than you can realize by selling.

We will also redeem any already pledged elsewhere and advance more money on same. Business strictly confidential. S. Berger, 206 West 42nd Street, N. Y. C. (Times Sq.).

SEND TO A. S. BORG by mail or express any diamonds, old gold, silver, platinum, antiques, pawn tickets, artificial teeth. Cash at once. 146 West 23d Street, New York. Bank references.

A FIFTH AVENUE JEWELER serving an exclusive clientele pays higher cash prices for diamonds, old gold, jewelry, etc. M. Golburgh, 437 Fifth Avenue, New York.

Lace

THE DEVONSHIRE LACE SHOP, 60 Washington Sq. So. Spring Neckwear. Collar & cuffs trimmed with real lace \$3.50 ppd. Lace for the June bride, wedding and trousseau. Old lace cleaned and repaired.

Ladies' Tailors

J. TUZZOLI, now at 27 W. 46 St., N.Y., makes a suit for \$55, which cannot be duplicated under \$90. Quality and material faultless in make and fit. Fur Garments remodeled. Telephone 4740 Bryant.

Ladies' Tailors—Cont.

I. JACOBS & CO., Importers, Dressmakers and Ladies' Tailors, now located at 49 West 46th St., New York. Formerly 7 West 31st Street. Models for immediate delivery.

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Importer Tailored Suits — Riding Habits Ladies' Tailor New York.

SCHWARTZ BROTHERS, 429 5th Ave., N.Y., bet. 38th & 39th. Creators of styles for Fashionable Women. Tailored Suits created by us exclusively for our patrons in the newest materials, at \$50 and up.

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THE PORTO RICO STORE, 402 Madison Avenue, New York. Exclusive importers of wonderful Porto Rican Flax Tiro household and bridal linens. Monograms. Approval shipments. Leaflet.

You can't lose a moment from your knitting. Every second is precious. Whether you are at tea, listening to the summer orchestra or in the touring car at the races, you must knit, knit, knit. And here's a bag especially designed to carry your needles and wool so that they may be accessible at any moment. It is made of light weight felt with medallion of black felt; flowers of cut-out felt stitched with worsted. Price, \$3.50. See purchasing instructions on page 24.



ROSA JOSEF. Importer of Fancy Table Linens, all descriptions. Prices moderate. For appointment, phone Murray Hill 6515. Write 122 W. 85th Street New York

BRANT LINEN CO., 616 S. Michigan Ave., Chicago. Illustrated Catalog of Household Linens and Handkerchiefs sent on request. Agents or The Irish Hand-Woven Linen Damask Co.

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SILK UNDERWEAR and Negligees to individual order. Exclusive styles, refined taste. Hand-emb'd in artistically shaded colors. MME. PAULA, 622 West 137th Street, N. Y. Tel. Audubon 8892

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Aprons and to order Cuffs Bonnets Caps Collars Bibs

NURSES' OUTFITTING ASS'N 425 Fifth Avenue at 38th Street New York.

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"THE SHOP OF BLACK." Mourning Apparel of quality, style conforms with social requirements. Gowns, blouses, millinery, accessories. Prices mod. Calder & Co., 2643 B'way (100th St.)

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PARFUM BOUQUET EGYPTIAN, an odour of wondrous charm and refinement. Sample Extract and Face Powder by mail, 20 cents. Tanty, Parfumeur, 120 W. 32d St., New York

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1—WANTED—WOMAN TO DESIGN and suggest narrow wash trimmings for women's & children's dresses. Fancy tapes, braids and narrow specialty woven goods for individual purposes, novelties, etc.

2—MUST HAVE A PRACTICAL AND DISCERNING MIND and be able to see the possibilities in these lines. Part time only necessary. Address Sanford N. F. Co., 351 4th Ave., New York City.

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To find the hamper large enough for the picnic is the question—not a fitted hamper with knives and forks and all the comforts of a hotel,—but a plain wicker hamper with plenty of space and built strong enough to carry the requirements for satisfying the most voracious appetite. 18½ inches long, 13 inches wide and 10 inches deep. Price \$2.00. See purchasing instructions on this page.

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13-15 East 54TH STREET, N. Y. Boarding place of exceptional advantages where home comforts are enjoyed by its guests. The cuisine and location unexcelled. Moderate prices. References.

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SHOECRAFT SHOP, 27 West 39th St., N. Y. Smart Shoes in width AAAA, AAA, AA and A in sizes 8, 8½, 9 & 9½. Send for booklet, "Fitting the Narrow Foot," and Catalog V. S.

E. HAYES, 9 W. 29th St., New York. Individual style in ladies' shoes to order in materials and color of costumes. Write for booklet and directions in self-measurement.

BAD FEET BENEFITED. Our scientific footgear will feel comfortable and neat. We take cast of both feet. Balanced Shoe Co., 40 West 39th St., New York City.

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FURNITURE, RUGS, ETC. Buyer specializing best grades, these lines, owing to unusual connections can purchase for or with you at 20-50% below usual prices. Serv. free. Mrs. C. H. Langdon, The Brozelli, N. Y.

MRS. AGNES J. COWLE, experienced shopper, will buy for or with customers without charge. A leaflet sent upon request. Grand Central Terminal. Room 3638. N. Y. C.

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FOR INFORMAL CORRESPONDENCE—Name and address neatly printed on 125 envelopes and 200 sheets Japan Bond \$1. Correct style and size. Ppd. Tiffany Press, Peru, Ind.

DURING THESE HOT DAYS Let Vogue solve your shopping problems. We personally recommend this "Blue List" of quality shops. Write to them.

PURCHASING INSTRUCTIONS

The names and addresses of the shops selling the special articles pictured on these pages will be gladly furnished you on request; or, if you prefer, the Vogue Shopping Service will buy any of these articles for you on receipt of your check and instructions. Each inquiry or order should contain a stamped and addressed envelope.

VOGUE SHOPPING SERVICE

19 West Forty-Fourth Street New York City

Smocks

THE SMOCKERY—7 Chester Pl., Englewood, N. J. Smocks for children and grown-ups. Original, exclusive, distinctive models. Best materials and workmanship. Illustrated catalog on request.

HAND-DYED SMOCKS \$7. In rose, blue, lemon, green, violet and flame. Unusual buttons, white collar. Send bust measure. Also children's smocks. Mrs. G. S. Kramer, 156 West 106th Street, N. Y.

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Visit the **SPORTS SHOP**—Unusual and Pre-Advanced Sports Suits, Sports Waistcoats, Coats, Skirts, Blouses, etc. Exclusiveness and utmost value. Suite 608 6th floor, 500 5th Ave. (42d St.), N. Y.

ADJUSTABLE Fancy Hat Bands. Wick fancy bands and silk puggaree scarfs in a great variety of color combinations; fit any size hat; club colors to order. Wick Narrow Fabric Co., Phila., Pa.

COMPLETE line of Morley's Imported Scotch wool Sport Hosiery for Golf, Tennis, etc., for men and women, in solid colors, Heathers & clocked \$1 to \$3 pair. Stewart Sporting Sales Co., 425-5th Ave., N. Y.

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BEFORE YOU TRAVEL call or write one of Cook's Offices. Tickets, tours, hotels, full information for travel everywhere. 245 & 2081 Broadway. 264 & 561 Fifth Ave.

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SWIMMING SCIENTIFICALLY TAUGHT in our three-tiled pools in water that is continually filtered and heated. Learn the art of Diving. For further particulars send for Booklet V.

THE DALTON SWIMMING SCHOOL the only school in the city that has taught swimming for eighteen years. 19-25 W. 44th St. 308-310 W. 59th St.

SWIMMING GUARANTEED to any qualified pupil in 10 lessons, or more if required. \$15. Money refunded if we fail. Topel Gym. & Swimming School, B'way Cor. 96th St. Tel. Riverside 440.

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THE PICCADILLY TEA ROOM The last word in tea dainties. Tempting luncheons and dinners. 172 W. 12nd St., near Broadway.

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ALWAYS SOMETHING NEW in trunks, bags or leather goods. Send for beautifully illustrated catalogue. Brodie's Luggage Shop, 325 5th Ave., New York.

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WOULD you have your WEDDING VEIL complete the picture? Becomingness & individuality considered. Mail orders a specialty. Write for particulars. Miss Allen, 9 E. 43rd St., N. Y. With Quiller.

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FASCINATING SUGGESTIONS FOR GIFTS of all kinds in our new catalogue. Elizabeth H. Pusey, 16 E. 48th St., N. Y. C. Also at Hyannis, Mass., during summer.

BOB-BETTY'S "BOOK OF GIFTS" FREE profusely ill. Filled with gift suggestions. Especially for children. Yams Doll, 25 inches high, \$1.50. Bob-Betty's Shop, 742 Main St., Beacon, N. Y.

RARE THINGS FROM THE ORIENT Many New to America. Unusual—Attractive—Useful. Booklet "V," illustrating almost 200 Novelties, free. Bertha Tanzer, 20 West 30th St., N. Y.

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BREAKFAST-TRAY LINENS make distinctive hostess & wedding gifts. Various styles and prices. Luncheon cloths, honeymoon sets, etc. Send ref. for selection. Edith Allen Hall, Stamford, Conn.

OUT OF TOWN READERS OF VOGUE while shopping in New York should use this Guide as their shopping directory. Pin these ads to your shopping list.

NO MATTER WHERE YOU ARE you can shop from the best shops in America this summer. Simply write to the advertisers in this Guide.

Wholesale Gift Shops—Cont.

E. & G. QUACKENBUSH now display 18 varieties of Tiny Tots. Have you seen these newest quick sellers? Many of them 50c articles. Meet our new

"Tubby Family" of "pretty" rag dolls, "First Aid Tilly" and "Khaki Tommy," just mustered in—and four more washable germ-proof babies not yet of military age.

Also advance Xmas Toys, Kiddie bags and novelties now ready. Send for \$10. and \$20 assortments. E. & G. Quackenbush, Salesroom, 100 Fifth Avenue, New York City.

A. HIMMEL, 152 West 34th St., N. Y. C. Mtg. Cretonne & Brocade Art Novelties, Desk Sets, Baskets, Candy Boxes, Sofa Pillows, Knit Bags, Unusual Boudoir Novelties. Write for \$10 ass't.



To harmonize with the summer dining room or porch with its chintzes and wicker furniture, is this fruit basket of wicker, 12½ x 13 inches, heavy bound edges and handle painted black so that the fruit stands out more vividly as the dominant color of the breakfast buffet. It comes with the wicker painted in any color desired. Price \$3.50. See purchasing instructions on this page.

Wholesale Gift Shops—Cont.

INDIAN BASKETS—woven in many shapes and sizes, wonderful color combinations in genuine Indian dyes. From 25c each for quaint little handle baskets to \$6.00 each for useful soiled linen

Hampers. The best selling gift shop line of the year! Assortments from \$10.00 up. Limited quantities are obtainable & orders will be filled in rotation as received. Charles Zinn & Co., 893 B'way, N. Y. C.

FO SING YUEN CO., 104-6 East 16th Street, New York. Headquarters for imported Chinese goods. Bamboo and trimmed fancy baskets, beads, tassels, old embroidery, kimono, porcelains and antique novelties. Chinese drums, incense burners. New shipment of baskets. Visit us in August. 104-6 East 16th Street, New York.

MIRRORS, Lamps—Ornamented and gilded. Fine Furniture designed to order—superior quality. No catalogues. Hasbrouck-Bergen Co., 223 East 38th Street, New York. Factory Tel. 36 Murray Hill.

JOLIN SHOP—303 5th Ave., N. Y. Hand decorated wooden spool holders, fancy sewing sets, twine holders & many new toys, boxes & wooden novelties. Knitting needles of amber and wood. Also wooden protectors. Five piece Japanese painted desk sets of wood in many shades. Also Kiddy and patriotic Marine Desk Sets—all new and wonderfully attractive.

DELLA ROBBIA STUDIOS, INC. Peasantry baskets, beautiful, strong and useful, decorated or plain. Latest necessity. Send for Catalog "M," 10 Fifth Ave., New York City.

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FOR PEOPLE WHO ARE ILL. Four English Walnuts with a "cheer up" sentiment in each, the whole in a beautiful box, retail 25c. Send for portfolio of designs. Ernest Dudley Chase, Boston.

BASKETS GREAT AND SMALL—Of every conceivable design and decoration. Special orders for your particular shop. Illustrated Catalogue. The Furness Studio, Carnegie Hall, New York City.

SOY KEE & CO., 7-9 Mott Street, China-Town, New York. Largest stock of Chinese Art Wares in America. Baskets, Embroideries, Chinaware, Porcelains.

Vases, Lamps, Beads, Tassels, Bamboo Bird Cages, Wooden Novelties, Brasses, Bronzes & many other Novelties. Assortments, \$10, \$25, \$50.

THE LITTLE WORKSHOP, 68 Lafayette Avenue, Brooklyn, N. Y. New Catalog just out, including Patriotic Numbers. Butterworth & Gardner, 225 Fifth Avenue, New York, have sample line.

"WINKEES"—a new cunning cloth doll—comes in sealed packages. Individual expressions and poses—retails, 50c—mail order—circular. Giftco Co., 500 Fifth Avenue, New York City.

A DIVERSITY OF NOVELTIES—artistic, useful and unexpected. Giftable gifts and receivable ones which essentially belong in your shop.

AMONG THEM ARE flower & bird picture books, curtain holders, ash trays, door knockers, nut bowls, tea bell treated in an attractive & original way. The Bronze Products Society, Inc., 460-4th Ave., N. Y.

BLACK, OPAL and CRYSTAL Glass Desk Sets and Novelties make unique gifts. Sold by all high grade shops. Send for illustrated cats. and price list. American Tray Co., 179 Wooster St., N. Y.

ARMY MIRROR. The perfect gift for the Soldier Boy. Pocket size. Rust-proof. Unbreakable. Useful for travelers. Send for price list. American Tray Co., 179 Wooster St., New York.

ESTIMATES GIVEN FREE. for hand painting on satin, leather, baskets, boxes, lamp shades, paravases, wooden novelties, etc. Orig. designs. Quantity orders. Hegone Studios, 163 W. 23d St., N. Y.

IMPORTED FROM FLORENCE, ITALY—BASKETRY. Hand-carved & blue & gold frames, book-racks, etc., alabaster & tortoise shells gds., linens, etc. Heath & Mills, 1211 Union St., Schenectady, N. Y.

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HAND-WOVEN SILKS and linens of unusual decorative value. Honest fabrics. Charming negligees of batik, smart smocks and original costumes. Flambeau Weavers, 7 East 39th St., N. Y.

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WEDDING STATIONERY SAMPLES and "Wedding Suggestions," an interesting and authoritative booklet sent on request. The Crowell Co., 97 Orleans Street, Springfield, Mass.

100 WEDDING ANNOUNCEMENTS \$6.75 or invitations, hand-engraved, 2 sets of envelopes. 100 Calling Cards, \$1.25. Write for samples. V. Ott Engraving Co., 1043 Chestnut Street, Phila.

INVITATIONS or ANNOUNCEMENTS Engraved. The name of "Childs" is a guarantee of the correctness of style and quality. Samples and prices on request. S. D. Childs & Company, Chicago.

Wholesale Gift Shops

DAY-CRAFT NOVELTIES for Gift Shops & Art Needlework Depts. We sell dealers only. For illus. folder and price sheet send to N. S. Day, Springfield, Mass. Samples at 225 5th Ave., New York.

THE VILLARI COMPANY, 402 Madison Avenue, New York. The wonderful Porto Rico Tiré. Linens sold and sent on memo. to responsible parties. Write for terms.

JANE GRAY CO. during the month of August will hold a very complete exhibit of quick-sellers in a number of Different New Lines—also old stand-bys. Gift buyers are cordially invited. 2 E. 23 St., N. Y.

THE WORLD FULL OF TOYS. Twenty imported toys in a real globe 6" in diameter. \$1.50 retail. New ideas for shops. "Studio Shop," 96 Fifth Avenue, New York.

FALL & HOLIDAY SAMPLES READY. Furniture, decorated baskets, metal, wood & everything for Art & Gift depts. Plain metal ware for decorating. The Palmode Shop, 44 Murray Street, N. Y. C.

NEVIUS, 217 East 38th Street, will show more, newer, better and more popular-priced things all through August. See his many boxed novelties.

NEVIUS says this Christmas will be one of the greatest in the country's history and by all odds the hardest to get goods.

NEVIUS implores you for your own sake to have goods sent very early and whenever possible by express or post rather than freight.

NEVIUS reminds you that the railroads will be largely employed in government work. If you have planned September shipments make them August list.

NEVIUS confidently counts on your gratitude if you heed these warnings. Goods on hand for Fall and Christmas business will mean money in the bank January 1st.

SALES AND EXCHANGES

To Insert Your Message

When you wish to sell something which you do not need—or to buy something which you do need—send your message to Sales and Exchanges. The price is \$3 for 25 words, or less. Additional words, 15 cents each. Check or money order must accompany message; be sure to write your name and address very plainly.

Your message for the September 15th Vogue should be received on or before August 5th. Address all communications to Sales and Exchanges Service, Vogue, 19 West 44th Street, New York.

To Answer These Messages

1. Reply in a stamped envelope, unsealed, and with the number of the message in a corner. (For instance, 250-A.) Enclose this in an outer envelope and mail it to Vogue. Do not telephone—all communications must be through the mails. Post-cards not accepted.
2. Send Vogue no money—wait until the other woman writes to you.
3. If her letter is satisfactory, then send Vogue your money order or certified check for the amount agreed upon. We will have the article sent to you, and will keep your money on deposit until you instruct us to send it.
4. Never send any article to Vogue. The advertiser pays the expressage on articles sent for inspection—the one inspecting pays the return expressage if the article does not suit.

Wearing Apparel For Sale

BEAUTIFUL black and silver evening gown cheap—38 bust. No. 149-D.

BLACK Chantilly lace shawl, three cornered, 3 yds. 5 in. by 2 yds. 8 in. by 2 yds. 8 in. In perfect condition. Sale price reasonable at \$500. No. 151-D.

EXQUISITE turquoise blue and silver short dance frock, never worn. Size 34-36. Cost \$85—Sell \$50. Owner going abroad. No. 152-D.

Miscellaneous

BEAUTIFUL new 4 seated Phaeton with top natural wood finish body. Blue upholstery and cushions with shaft for single horse, and extra pole for team. Cost \$185. Never used. Sell \$125. New set double driving harness, patent leather collars, bridles, 2 saddles, hand-made, beautifully mounted. Cost \$125. Never used. Sell \$85. Also carriage whip for Phaeton. Cost \$25. Never used. Sell \$15, or full equipment \$210. No. 150-D.

Miscellaneous—Cont.

1912 Simplex four passenger special body, just been done over. Electric lights and generator. All in good condition. \$900. Photograph on request. No. 148-D.

Wanted

TEACHER would buy regularly—clothing, wealthy lady. Size 38. Suits, silk, white thin dresses—partly worn underclothing. Hose 10. Shoes 7-D. Gloves 7½. No. 325-B.

Professional Services

AGRADUATE, registered nurse would like position as traveling companion to semi-invalid. At liberty after August 1st. References exchanged. No. 281-C.

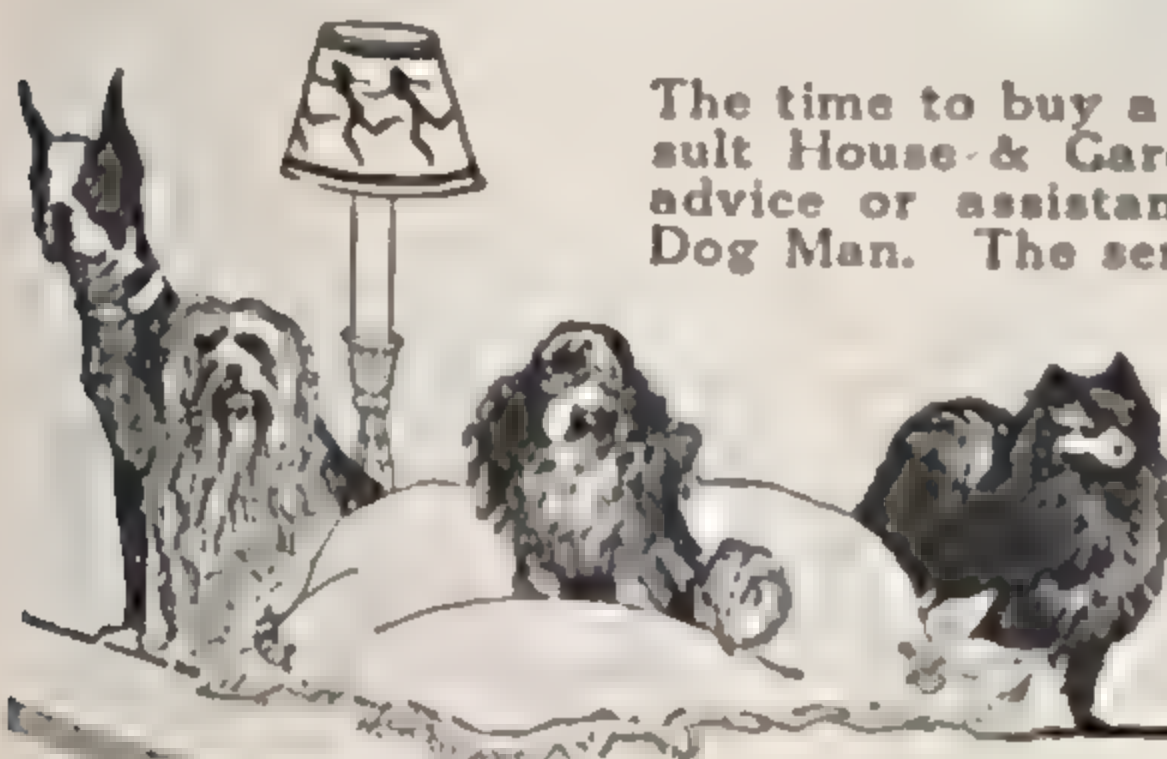
REFINED young woman desires to go to mountains or camp with a family, artistic and capable, will teach sketching. No. 282-C.



A Protector for Your Home!

For those households that have absent menfolk at the front, there is an able substitute waiting to safeguard you and your interests—the dog.

The Airedale, the Bull Terrier, German Police Dog, the Great Dane are all good watch dogs.



The time to buy a dog is now. Before buying one, consult House & Garden's Dog Mart. If you wish expert advice or assistance in making a selection, write The Dog Man. The service is gratuitous to all.

House & Garden
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Our early showing of **FALL AND WINTER STYLES** offers many excellent suggestions, both economic and practical, at values below competition.

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VOGUE WILL HELP YOU CHOOSE A SCHOOL

AT home you watch over the development of your children with scrupulous care; you follow their daily activities in smallest detail; you plan to make their associations and environment uplifting and productive of character.

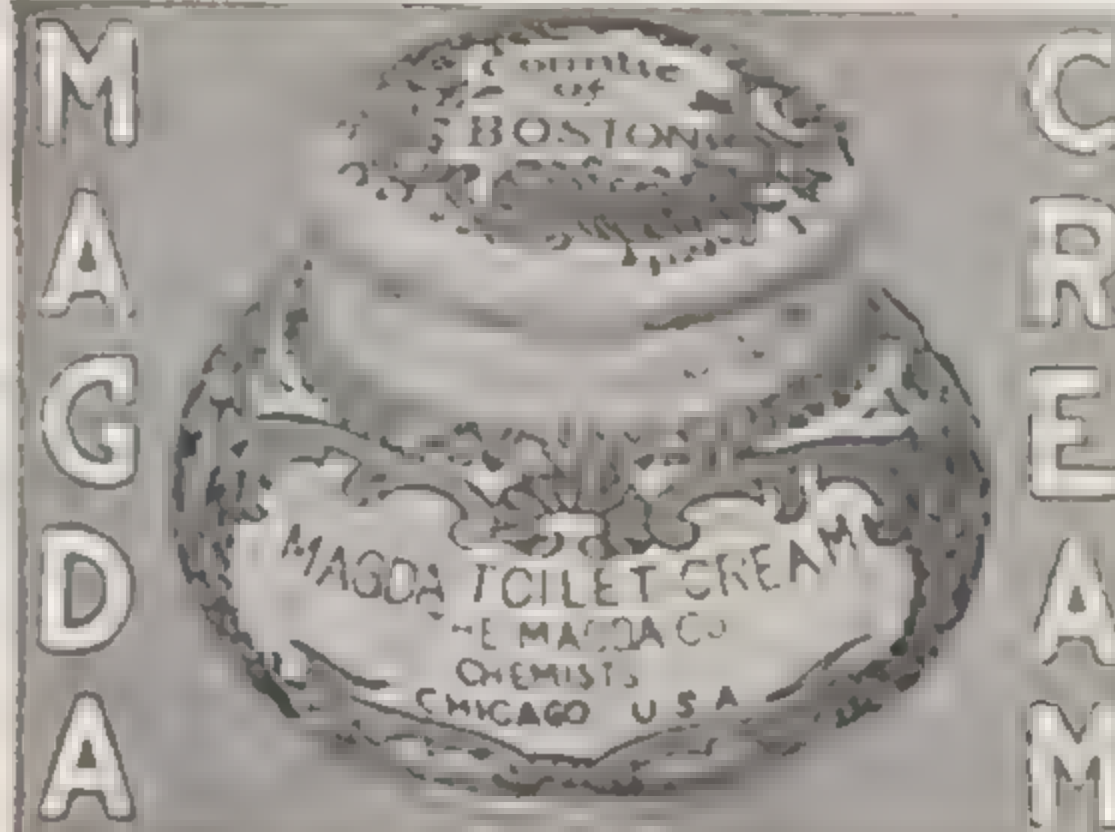
But when your children go away to school—what then? Your surveillance is no longer possible; you must surrender entire responsibility to a foster parent—a school. The selection of this foster parent, therefore, cannot be haphazard; it must be made with the eyes open and the mind clear, for it is an important step in your life and that of your children.

Who can advise you more wisely in this choice than VOGUE? For VOGUE has made a lifelong study of this problem; it has conscientiously investigated hundreds of schools of all kinds, and through long experience has become expert in the appraisal of school values. Its co-operation is not limited to VOGUE readers, but is, on the contrary, open to all who ask it. A letter from you will receive immediate and personal attention.

VOGUE SCHOOL SERVICE

19 WEST 44th STREET

NEW YORK CITY



A MAGDA MASSAGE IS AN IMPORTANT FUNCTION IN THE DAILY LIFE OF DAINTY FEMININITY WHO DESIRE THE PERFECT COMPLEXION THAT MEN ADMIRE.

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MAXINE ELLIOTT

whose name conjures a vision of dazzling loveliness. She wrote us, "It is delightful." Comes in three sizes—2½ tubes, the beautiful 75c Japanese jar illustrated, and \$1.00. Sold by druggists and department stores; or if you can't get it from your dealer, sent direct, postpaid.

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The Next Vogue

THE CHILDREN'S NUMBER

MIDSUMMER is the time of year when people forget about their accumulation of birthdays and do all the youthful things that they have been wanting to do all season,—or if they don't do them, they ought to. It's the right time for them. Vogue, getting thoroughly into the spirit of the thing, is going to be young to its heart's content,—in fact, it is about to rush right into the Children's number. "May all your troubles be little ones," it cordially wished its August 15th number, and then it went about the pleasant task of finding out all the things that were being planned for 1918 model children to wear, play with, live in, and do.

POCKET EDITIONS OF THE FASHIONS

In the first place—you know what always come first in Vogue's life—there are fashions. Really, the costumes that have been designed for children are far beyond our poor, inexpressive, grown-up words. No wonder everybody wants to be young again. It is really too cruel to think that one can't wear clothes like these

until one comes to the cap-shawl-and-gold-rimmed-spectacles stage of costume. All those poets, playwrights, authors, and kindred spirits who go around enthusing over what a wonderful thing it is to be young, must have seen the costumes that have been planned for the rising generation. When it felt this number coming on, Vogue went to its artists and asked them just what they thought about children's costumes, anyway. They expressed their convictions in some of the most charming designs possible. And their designs aren't at all the sort of things to which one says, "Oh, yes, very pretty and all that, but the child who could wear them would have to be a cross between Little Lord Fauntleroy and Gaby Deslys." Vogue prides itself on the impenetrable practicality of these costumes—even if they were designed by artists. And then there are the costumes that the shops are all a-bloom with. The designers are expressing themselves admirably in diminutives, this season; the shops are crowded with pocket editions of all the new fashions.

And speaking of shops,—as women nearly always are—have you seen those utterly de-

lightful shops for children? If you haven't, you will, for the Children's number has some photographs of them. They aren't just tiresome, grown-up, business-like shops, they are charmingly restful places, with miniature furniture and fascinating toys, so that small shoppers may find relaxation and diversion from the terrors of choosing a wardrobe to match their temperaments.

FOR THE UBIQUITOUS GROWN-UPS

And after all these are over come the less important things—the things that interest the harmless, necessary grown-ups. All the new Paris fashions have sailed blithely over to us, to make their debut in the August 15th number. We aren't going to tell you how many there are; we do hate to be accused of exaggerating. All those new frocks must be seen to be believed. And besides frocks, there are the new autumn hats. They are the things that make a woman wish that the summer would kindly hurry up and get itself over with at its earliest possible convenience.

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Cover Design by Georges Le Pape

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C O N T E N T S

for

AUGUST 1, 1917



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VOGUE is published on the first and the fifteenth of every month, by The Vogue Company, 19 West 44th Street, New York; Condé Nast, President; Barrett Andrews, Vice-President; W. E. Beckerle, Treasurer; Edna Woolman Chase, Editor. Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by arrangement with its New York office. Subscriptions for the United States, Mexico, Cuba, Porto Rico, Hawaii, and the Philippines, \$5 a year in advance. Single copies, 25 cents. Subscription price for Canada, \$6.25 per year; for other countries, subscription prices will be furnished on request. Remit by check, draft, or postal or express money order. Other remittances at sender's risk.

Change of Address.—The address of subscribers can be changed as often as desired. In ordering a change please give both the new address, and the name and address exactly as it appeared on the wrapper of the last copy received. Three weeks' notice is required either for changing an address or for starting a new subscription.

Entered as second-class matter February 16, 1910, at the Post Office at New York, N. Y., under the act of March 3, 1879. Cable Address: Vonork.

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Ira L. Hill

MRS. VINCENT ASTOR

Mrs. Astor has recently sailed for France to open a convalescent home, near Paris, where wounded American soldiers may be cared for. She expects to remain in France about six months, for there are many details to be arranged in connection with this great work. During Mrs. Astor's absence, Mr. Astor will remain here, doing patrol duty on his yacht, the "Noma," which he has presented to the government. Mrs. Astor was Miss Helen Huntington; she is a daughter of Mr. Robert P. Huntington, and the sister of Mrs. Charles H. Marshall, at whose recent wedding she was matron of honor

White net and organdy decided to surprise that unsurprisable Paris; so the net became a veil and the organdy a ruche for that veil, and together they find a surprising welcome on this hat of dark blue duvetyn faced with white piqué. The person under the hat adjusts the veil with one end shorter than the other, a strictly French thing to do



LUCIE HAMAR

•VOGUE•

THE FASHIONS OF PARIS LEAD THE SIMPLE LIFE

Paris Is in No Mood for Gay Colors and
Amazing Silhouettes; Wartime Frocks Must
Be Simple of Line and Quiet of Color—but
They Are Allowed All the Charm They Want



JENNY

PARIS is a much-changed city. Monumentally it remains the same,—a bit dusty, a bit unkept, but still the same; for to the eternal chagrin of the "high command," the German hosts never reached even the gates of the Capital. But for all that Paris is so changed as to be almost unrecognizable, and, at the same time, more interesting than ever.

For those who have passed the last three years in Paris, the change has come about gradually. We have beheld the putting off of gay attire and the buckling on of the sword. We have seen the flashing equipages of other times give place to grim camions and dust-covered gray cars from the front, with their loads of stern-faced men in blue and khaki. We have seen all the sparkle and bubble of Parisian life die in still water, and still waters run deep.

Paris to-day is the center of the military universe. From all the Allied nations a continuous stream of soldiery pours into the city,—officers of high and low degree and men of the rank and file. Each day sees a fresh addition to the military contingent. Each new Ally adds a bit of color to the scene. While the war has not actually touched Paris, Paris is full of war; the spirit of the trenches pervades the streets, the theatres, the salons of the Capital. And now comes the war-spirit of America. Already the influence of the Great Republic is making itself felt in this war-tried city of France.

PARIS IS RE-HEARTENED

The newly arrived General Pershing, together with Marshal and Mme. Joffre, M. and Mme. Viviani, M. and Mme. Ribot, M. Painlevé, and many others were guests recently at a dinner of twenty-six covers given by the Ambassador and Mrs. Sharp. The Ambassadorial group are doubly busy nowadays, not only with the strenuous work connected with the Embassy, but also with certain social duties of a semi-diplomatic nature—the result of the new relationship which exists between France and her new Ally.

The restaurants are crowded; we now order toast served with our tea at the Ritz and at Armenonville, instead of unsatisfying little cakes; the theatres are packed, and the streets are thronged with people of whom half are in uniform. The sun shines brilliantly, and the weather is delightful; but there are those who prefer sugar to sunshine and long in vain for the denied flesh-pots. The lack of coal still hangs like a dark cloud over the land, and there are disturbing rumors concerning gas, flour, petrol, and other necessities of life.

We visit the exhibition at the Petit Palais, inspecting the old fans and other objects exhibited there, and we gaze long and long at the couturiers' booths with their pretty furnishings and their pretty manikins in modern and period



JENNY

Any one can do simple things, but it takes a designer of complex genius to make them as effectively simple, as this frock of plaited mauve voile, with its straight and square bolero, which allows itself to be run over by assertive blue ribbons

Those who aren't French would think this rose voile frock was polka dotted; but any French-thinking person would know it was embroidered with blue beads. And that isn't ribbon at the waist; it's two unexpected pieces of blue linen



WORTH



LUCIE HAMAR

Opposites always attract—and that is why its omniscient designer destined this hat to have a crown of white piqué and a brim of black satin



WORTH



LANVIN

This frock of blue liberty satin has charm, because, having spent its life in Paris, it knew that if it had charm, it had everything, and if it didn't have charm, it had nothing; it also has tinted lace and a lining of yellow mouseline, to help matters

She's up to her ears in this coat of gray duvetyn, embroidered with mustard yellow thread. The coat and the pockets are lined with yellow, and a yellow waistcoat, wishing to be admired, travels further down the skirt than the coat itself

dress; and we spend hours deciding whether we shall, as a result, order from Lanvin or Callot. We wander into the concert room to hear Mary Garden sing, and we stroll across, afterwards, to Les Ambassadeurs for tea.

We lunch at Armenonville, and then, in a panic of remorse at having spent money for our own pleasure, we hurry to a charity fête and invest absurd sums in useless trifles. We go to the theatre and sit in the gallery for our soul's good, and then the reaction carries us to a box at the Opéra. It is the war. After three years, it is getting on the nerves of all of us.

MARIANNE IS A GOOD LITTLE PATRIOT

The Foire de Saint Sulpice, which is being held in the court of the quaint old Séminaire de Saint Sulpice, brought out on the opening day all the American Colony, Mrs. Sharp, the wife of the United States Ambassador, Mrs. Bliss, and the other ladies of the Embassy. Miss Margaret Sharp, the daughter of the Ambassador, poured tea. Mrs. John Ridgely Carter, Mrs. Hermann Harjes, Mrs. Harry Lehr, Miss Elsie de Wolfe, the Countess de Casteja; and Mrs. Elinor Glyn, in black and pearls, were also present, as were many English and French visitors, and a veritable multitude of soldiers of all nationalities, from inky Africans to Scotch laddies in kilts. Marthe Chenal and Spinelli contributed to the success of the afternoon concerts.

"If I were writing a history of France," said Marianne, "I would write only three words: 'Verdun' and 'The Marne.' That is history enough for any nation."

Marianne, by the way, is an American and a good little patriot, but she is a Francophile. At the age of three, she adopted France as her foster country and has since boasted two national anthems. These things are so easy for the very young. However, I have sometimes suspected Marianne's passion for the "Marseillaise" of being the basis for her love for her adopted country—that stirring march and a thoroughly feminine preference for all things French,—flags, frocks, frills, and furbelows. If Marianne were to write a history of France, it might indeed begin at Verdun or the Marne, but it would end in the rue de la Paix. Marianne is still young,—very young indeed.



PAQUIN

Some skirts can't break themselves of this tonneau tendency. On this frock of dark blue serge, with its collar and waistcoat of white piqué, the skirt states plainly which, in its opinion, is the desirable silhouette

If anything is doing its bit, in the way of wartime simplicity, this blue serge frock with its buttons, unassuming collar lined modestly with white piqué, and its serious, sober, black satin underskirt, certainly is



MARIA GUY

Paris doesn't believe in lessening the chic of kolinsky. Now it's the crown of a thoroughly French hat with a beribboned black lace brim, drooping modestly

Just now, by way of demonstrating her love for France, she is buying all the frocks her purse allows. This morning she walked abroad in a frock of soft gray jersey with a collar and gilet of white piqué, and this afternoon she appeared in an austere gown of black satin with trimmings of palest gray, below a broad hat of black faille and black velvet. To-night she will wear a "war" frock of sapphire crêpe and black tulle, and to-morrow—but who knows what she will wear to-morrow? It will be chastely, inconspicuous, correctly sober and expensively smart; for Marianne is blest with an indulgent guardian.

However, no matter how expensive the war frock, it must be simple in effect. No eccentric drapery, no astonishing feature whatever is permitted. Most difficult of all to create is the simple frock, but the French designers are already masters of the art, and the simple models which appear constantly in Paris are perfection. The line continues straight, and the frocks are loosely girdled in some simple fashion, suggest-



MARIA GUY

A black panne crown and a white eider-duck brim.—what nature has put asunder, Maria Guy calmly joins together in just the sort of way Paris likes



PREMET



When the Parisienne goes in for a thing, she does it with all her heart. White piqué now ranks first in her affections, and nothing can come between them but a bit of black satin

ing the waist-line without in any way defining it. Premet makes one girdle of ribbon less than an inch wide. In other houses, the belt never measures less than an inch and a quarter in width. Wide belts, except for manteaux, are not smart at the moment.

PIQUÉ AND FUR ARE ON FRIENDLY TERMS

The frock of piqué is now trimmed with fur or with velours de laine in some contrasting color. A frock of mauve piqué, for instance, is collared and cuffed with gray velours de laine and fastened with thin, shell-like, gray buttons. White and yellow piqué are similarly trimmed. The accompanying hats are made of piqué and trimmed with fur or duvetyn.

Summer frocks of white organdy are trimmed with tinted organdy,—rose, blue, or gray. Yellow organdy is boldly trimmed with old-blue and fastened with blue buttons, while rose colored organdy is trimmed with white or a dull shade of green. Dainty transparent hats of organdy are worn with these frocks, and wonderfully pretty are the models shown by Mme. Lanvin. The organdy is in some instances shirred over the skeleton shape, and the brim is adorned with a flower or two of woolen embroidery; or the crown of the hat is made of pale rose organdy with a double petal-like brim of white organdy, each section of which is bound on the edge with rose organdy. In dull blue, rose, and yellow



CHANEL

The chemise frock is still perfectly at home in the Maison Premet. This one has all the war-time soberness of gray tussur, with a few intervals of nothing gayer than black and white striped crêpe de Chine

Its designer is still faithful to her beloved jersey, and she likes this gray jersey frock so well she wears it herself. The fur is that of the gray rabbit,—they've started in on those poor defenseless little bunnies again



white piqué about three or four inches above the black satin skirt section, and black satin faces the revers, collar, and narrow cuffs. Although light mourning in character, this frock is very smart and much in favor with the Parisienne.

In the Ritz garden at the tea hour, one sees frocks of thinnest black satin and delicate black lace, with accompanying hats of black lace or tulle, trimmed with satin. We also see the *cloche* of fine black straw, with a high bell-shaped crown and a brim which is sometimes rather narrower than one might expect. This hat is trimmed with two shades of silvery gray satin ribbon. The black satin *cloche* with its indented crown is trimmed with a simple twist of rosy mauve satin ribbon. A new draped *cloche* of black panne by Maria Guy is sketched at the upper right on page 31. The brim is of white *grèbe* which is a species of eider-duck. Another Maria Guy model has a great crown of kolinsky above a brim of lace and silk. Lucie Hamar is showing a new winter model of periwinkle blue panne velvet, shirred on many cords. The shirred crown is encircled with a ribbon of blue velvet, which is tied in a smart bow on the side. This hat is already being worn in Paris.

CHANEL, DICTATOR OF JERSEY

Gabrielle Chanel continues to make hats of cloth in beige, light gray, and dark blue. One hat of red cloth is very smart with a frock of red jersey. Mlle. Chanel's sports hats of knitted wool have had a great success this year,—a success equalled by that of her tricot manteau, which is a knitted sports coat, long and ample, with great pockets. Mlle. Chanel wears her newest model, which is a frock of gray silk jersey, with a long chemise tunic that is tightened slightly at the lower edge under a band of gray rabbit and girdled loosely with a fringed length of jersey. The frock is sketched at the lower right on page 31. Her newest cloak is in form a cape, which is generously bordered all about with rabbit; it is sketched below.

Mlle. Chanel is still making frocks of jersey, which long since attained the distinction of being a "classic" tissue, and which ranks now with serge and velours de laine. Some of the Chanel frocks of light gray jersey, chastely trimmed with white, are exquisite in their finished simplicity; and the Chanel frocks of silk jersey and satin, embroidered with gold thread or colored silks, are exceedingly rich and effective. What



BEER

MARTIAL ET ARMAND

The war puts its ban on the bizarre in frocks; they must be as safe and sane as this affair of unobtrusive gray tussur, embroidered in modest citron colored thread

the organdy hat is very fetching and very smart indeed.

Frocks of Georgette crêpe are much worn, particularly by young girls. Simple chemises in form, they are beautifully embroidered with colored silks. A frock of coral red crêpe is embroidered with gray silk, and a gray crêpe chemise, by way of reversing the situation, is embroidered with coral red, yellow, green, or blue. These delicate frocks possess one disadvantage, however,—they soil easily and quickly take on a dragged appearance, which is decidedly not pleasing.

This accounts, perhaps, for the fact that Parisians are wearing frocks of piqué; and it should be explained that the new piqué is as different as possible from the old, stiff, tightly woven variety; now it is very thin and soft and may be had in exquisite shades of rose, mauve, yellow, and all light colors.

Piqué is still used as trimming on frocks of serge, jersey, and satin. One chemise frock of black satin is topped with white piqué,—the white section extends to the hips. A black satin girdle crosses the



PREMET

Loose coats are appearing in quantities,—in their beltlessness lies their novelty. This black and white cheviot one has a white serge skirt



CHANEL

Satin is still with us, in all its popularity. Blue satin is the material of this cloak, and it has a most generous allowance of soft gray fur

The pleasant part of tussur is the way it fits in with other things. This gray tussur frock is a most becoming background for the blue and white foulard collar and cuffs

is more, they are very much worn by very smart wearers.

Mme. Renée of the Maison Premet, who designs a new frock every day, has created this season an unusual number of unusually pretty black frocks of serge, cheviot, crêpe, and satin. One of the very newest is of black satin, and white moire, fastened up the front with semi-transparent, concave white buttons. The tunic crosses in the back only; the long sleeves are close at the wrists and widen to a wide "kimono" at the shoulder, and the girdle is of very narrow black moire ribbon, faced with white moire ribbon.

Premet's well known black and white cheviot frock of early spring was followed by the famous model in black satin, topped with gray serge; and this in turn was followed by other frocks in black and white. Premet still makes the chemise frock. It is a straight chemise, with variations—variations such as only Mme. Renée can devise. It is chic, as the creations of the Maison Premet always are, and practical, as these war times demand. The

(Continued on page 102)

You knew it was snapped in the Bois before we said a word, didn't you? Things like this don't happen any place else in the world. The coat is of beige cloth, the waistcoat is of white piqué, the skirt is of black satin, and a black band encircles the cream straw sailor hat



We simply must have our white piqué,—not the stiff sort, but thin, soft stuff. The Bois is thronged with white piqué waistcoat-blouses over black satin skirts. These happen under a velvet-faced beige satin hat



This black satin frock, with its white satin collar, buttons, and buttonholes, has the pleasant company of a new winter hat by Lucie Hamar, made of shirred periwinkle blue velvet with a ribbon of the same color



Yes, one still sees smart gatherings at Armenonville. One sees, for instance, a black and white crêpe chemise blouse, a striped skirt, a black satin coat, and a black osprey-encircled black hat, all in the same company

PARIS, TO A WOMAN, RALLIES AROUND

THE COUTURIERS TO UPHOLD THE
BECOMINGNESS OF WHITE PIQUÉ

STRAIGHT, SIMPLE, AND SATIN,—

ARMENONVILLE AND THE BOIS DILI-

GENTLY STUDY THE THREE S'S



(Above) If one owns a cool white organdy frock, the summer can go just as far as it likes. This one is all made by hand, even to the last recruit in its army of tucks, and a pale pink rose and a rosette of old-blue moire ribbon lend a touch of delicate color. The sheer white organdy hat has three rows of soft pink ribbon, run through eyelets,—merely that and nothing more

(Upper left) It was just an innocent little black satin hat till some one came along and wished a black malines ruche on it,—and now look at it. The malines doesn't stop with the brim; it goes right on over the face and is bound about the throat with a black satin ribbon, which ties in a small bow at the back. The graceful stole is of kolinsky, the chic of which is undimmed by time

(Left) If every woman could look like this in an informal dinner gown, life would be just one long informal dinner. The gown is of gold-embroidered black gauze, over a black satin foundation, and the belt, which vanishes completely at the sides, is embroidered in jet. The black net hat is edged with black Chantilly lace and trimmed with raspberry colored uncurled ostrich plumes

POSED BY VIVA BIRKETT

BENDEL OFFERS THESE CHARMING
MIDSUMMER MODELS TO MEET EVERY
POSSIBLE CONTINGENCY OF AFTER-
NOONS AND EVENINGS IN NEWPORT



Anyone who has the courage to combine white organdy with gold embroidery and lace certainly deserves the Victoria cross. This negligée is of white organdy, embroidered with white and splashed with strange Chinese motifs of gold embroidery. But that isn't all, by any means; the designer's valor goes even further. The deep cuffs and the upstanding collar are of gold lace, and where the lace meets the organdy there are slim strips of black velvet. The negligée may be worn over a white satin slip or over a gold colored one, according to the becomingness to its fortunate possessor



These white organdy frocks pass through all sorts of adventures, but they always come out just as charming as ever. This one has been embroidered within an inch of its life with black and white beads, girdled with a heavy cord of black and white beads, and edged with narrow cords of beads about its neck and its sleeves,—have you noticed what shrinking little things those sleeves are? The hat—it's one of those accommodating affairs that may be worn in the afternoon as well as the evening—is of black malines, banded with blue velvet and adorned with a great red rose of France



NEW YORK SOCIETY HAS MADE ITS
ANNUAL EXODUS TO LONG ISLAND,
WHERE IT OCCUPIES ITSELF IN
DIVERS DUTIES AND PLEASURES

A member of the Long Island Colony is Mrs. Morgan Belmont, formerly Miss Margaret Andrews, who is here seen with her German police dog, "Kid." Mr. and Mrs. Belmont, with their very new and extremely charming little daughter will spend the first part of the summer at Hempstead, and then forsake Long Island for the activities of Newport

Mrs. Harry Payne Whitney is here photographed in front of her studio in Macdougall Alley. Mr. and Mrs. Whitney are spending the summer at Old Westbury, Long Island, where Mrs. Whitney has her summer studio, which has been decorated by several notable American mural painters

Mrs. Spencer F. Eddy, junior, was one of the most energetic of saleswomen at the benefit of the Nassau County Babies' Milk Fund, which was held at "The Greentree," the home of Mrs. Payne Whitney on Long Island. The younger generation were eager purchasers of the flowers, toys, puppies, chickens, ducks, and kittens

Among the guests at the luncheon for the Italian War Mission, given by Mr. C. Lloyd Griscom, former ambassador to Italy, at his home in East Norwich, were Mrs. Lydig Hoyt and Lieutenant De Sangro of the Italian Army. Mr. and Mrs. Lydig Hoyt have leased a house at Glen Cove for the summer



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WAR'S WAYS ARE NEW YORK'S WAYS

Knitting in Hand, the New York Woman Forsakes the Country to Come to Town and Take Up the Various Works of War; in the Deserted Shops Along Fifth Avenue, Plans for the Autumn Modes Are being Formulated



Mrs. Perry Belmont carried a fan of spreading black feathers and wore gaura feathers in her hair

no sooner is she comfortably settled than the busy needles begin to fly. On the tennis courts and golf links of the country club, on the seashore, and in the garden at her home, the work continues. But that is not all—there is the call to sterner duties. On the hottest day, one may see her, clad in a business-like gingham frock, bravely journeying forth to one of the many canning kitchens which have been established all over Long Island, there carefully to impart the information most painstakingly acquired as to "blanching" and other mysterious rites connected with the conservation of vegetables and fruits.

Back to town, too, she may hie her for some special class in surgical dressing or to a meeting of her particular war charity, and while the summer sun softens the very asphalt of the streets and wilts the flowers in the window-boxes, she sits oblivious to the discomforts of the heat, doing her bit for her country. Because of these spasmodic migrations to town, the roof-gardens at night are never without a sprinkling of smart people, and the tea hour at the Ritz and at Sherry's is never entirely devoid of interest.

During Red Cross Week, fashionable women worked literally from morning until night. It was owing to their efforts, in a very considerable measure, that the sign which marked the amount of the fund collected for the Red Cross moved so rapidly from street to street along Fifth Avenue. Whether as captain of a Red Cross team or in a subordinate capacity, woman did excellent work. The most important event of the week was the Red Cross dinner given at the

Ritz, which was arranged by Mrs. Philip Lydig. The Palm Room, main dining-room, and Japanese Garden, all hung with the flags of the Allies interspersed with Red Cross banners, were pressed into service for the hundreds of



A force behind the Red Cross dinner was Mrs. Lydig

guests, who dined at tables that were gay with their creamy Wedgwood baskets full of small white chrysanthemums. Everyone who was out of town motored in for the evening, and those who attended included practically all of the socially prominent people in New York. At the main table were Mrs. Philip Lydig, Mrs. Cornelius Vanderbilt, Mrs. Whitman, the wife of the Governor, Mrs. August Belmont, Mrs. Lydig Hoyt, and Mrs. Perry Belmont. Mrs. Lydig's gown, which was entirely of satin without trimming of any kind, had about it a lusterless quality and a mellowness of tone that suggested old ivory. The gown is sketched a little to the left of the middle on this page.

Sketched to the right of the middle on this page is Mrs. Whitman, who was gowned in black and wore a large black hat. Mrs. Vanderbilt, who is sketched at the lower right on this page, wore a small close-fitting hat encircled with soft biscuit-toned feathers to match the shade of her gown. She carried a handsome fan of turkey quills, which was quite similar to the one carried by Mrs. Perry Belmont, which is sketched at the upper left on this page. Mrs. Belmont's frock was red with touches of black, and in her high coiffure were arranged black gaura feathers. Mrs. Lydig Hoyt made a charming picture at the very end of the table, as she sat in rapt attention to the speakers. Her

gown of black net with long tight sleeves was cut with a very low square neck at the front and high in the back, after the fashion which is being much affected of late. Here and there this gown was relieved with a bit of dull gold braid, and at the waist-line was a pale tinted flower. The sketch is at the lower middle on this page.

Mrs. Cornelius Tangeman's gown showed this same square neck-line, but here it was emphasized by bands of cerise embroidery that continued in criss-cross design down the front of



Mrs. Lydig Hoyt's net gown rose high at the neck and was cut in a very deep square at the front, as so many of the newest gowns are doing



At the Red Cross dinner at the Ritz, Mrs. Alexander D. B. Pratt wore a gown of corn-flower blue chiffon embroidered in jewels. Her jeweled bandeau echoed the brilliancy of her diamond and onyx earrings

the bodice. A loose panel, which hung from the neck, was looped in at the waist-line and then allowed to flow out in a long train.

The extreme simplicity of Mrs. Gifford Cockran's pale blue and silver brocade gown was offset by the beauty of the material. Long and straight, it was belted in with a narrow sash which gave that low-waisted effect, which is in evidence so much of late and which will become a feature of the autumn style. The narrow panel, now sponsored by so many chic women, fell from the shoulders to the hem at the back.

Gray was a shade much in evidence. A beautiful white-haired woman wore a gown entirely of gray chiffon and gray dyed lace, with pearls about her neck and in her ears. Mrs. George Baker, junior, who is sketched at the lower left on this page, also wore gray chiffon and pearls and carried a large black feather fan as a foil for the neutral tones of her costume. Mrs. Alexander Dallas Bache Pratt's gown of corn-flower blue chiffon embroidered in jewels, is sketched at the upper right on this page. The

jeweled bandeau with which she invariably supplements her evening coiffure, was drawn low over her brow, and she wore diamond and onyx earrings and a great emerald ring.

After dinner there were speeches in the main dining-room, into which chairs were drawn for those who had been seated in the Japanese Garden and in the Palm Room. The speakers included Major-General J. Franklin Bell, Commander Jessup, Mr. Dwight W. Morrow, M. André Tardieu, and Governor Whitman. However, it took Major Emery Pottle of the American Ambulance, who has returned home recently from driving his ambulance at Verdun, really to (Continued on page 98)



Also among the guests of honor at the Red Cross dinner was Mrs. Cornelius Vanderbilt



Mrs. George Baker, junior, set off gray chiffon and pearls with a big black feather fan



If one follows the terrace at "Abinger Hall," the estate of Lord Farrer in the Surrey Hills, one comes to this sunken garden, centered with a fountain pool and laid out in a strict symmetry of trim flower beds and clipped shrubs

AMONG THE NOTABLE SUNKEN GARDENS OF
ENGLAND ARE THOSE AT "ABINGER HALL"

(Below) The formal garden here consists, as any formal garden should, of shrubs, severely clipped hedges, grass terraces, and rose brick walks, with only occasional flower notes from plants in Italian vases or formal borders



A S S E E N b y H I M

For Autumn Is Devised a Charity Market, Where Fair
Workers, at Their Own Booths, May Sell the Produce
Raised by Their Own Hands; a Popular Fallacy It Is
that Maids Can Not Serve as Well as Men at Table

AND now comes August, even in most stirring and parlous days, a time of vacation and rest. I know active business people think it a joke that the leisure class needs a rest from doing nothing, but it is well to consider that if these men and women really passed their lives in absolute idleness (and they do not), that would be the most fatiguing thing they could do. However, society people are far from idle. Indeed, one might almost say there is no longer any leisure class. For of recent years, we are all up and doing something toward giving our "bit" wherever help is needed.

Even the business of pleasure and of catering to the pleasure of others (and of all times, there is none which needs it more than now) is far from being a road strewn with roses. Here at Newport, for instance, with a perfect climate and a gorgeous background and every facility for sport and amusement, we sometimes find ourselves at our wits' end for entertainment. Those of us to whom others look for suggestions and help are like the managers of theatres and operas and the editors and publishers of current literature,—we have our public to please, and as it is a capricious public, we have to plan ahead to outwit it by giving it something new.

PERHAPS A NEW DYNASTY OF DÉBUTANTES

I wonder if we are to have a new dynasty of débutantes to take the place of the débutantes now departed for war work. A rather cruel and cynical review expressed one idea of the situation in these sentences:

"The American maiden war act involves at least three months' absence from home and considerable local advertising. The 'turn' begins with the farewell party, preferably a dance; then a *bon voyage* procession to the steamship wharf, where there is a shower of flowers, candy, and profusely illustrated books; then photographs are reproduced in the Sunday supplements showing the leading young lady in her nurse's uniform; and finally there is an inconspicuous home-coming. The war-worker is mysterious. Rumor says that she has been somewhere in France, a remark which often means a sojourn in a Paris pension."

This review is unkind, yet in its unkindness, is there, unfortunately, more than a hint of truth. I have quoted this excerpt in reply to several queries. There are so many young girls who are anxious to help, and the Red Cross and other nursing uniforms are becoming, and then there is a chance of meeting in the hospital some charming convalescent, a titled English or French officer—and voilà, Milady, or Madame la Marquise, honored above her fellows.

However, when you come to the practical work, I think many delicately nurtured young women would rather be excused, and really the hospitals abroad do not want them. There has been some wonderful work done by women, French, English, and American, in the cause of the Allies; they have founded hospitals, endowed ambulance corps, obtained funds for relief work, rescued and taken care of children, and have been of assistance to the working women, especially in Paris. The raw inexperienced girl, however, is not wanted, for there is more than enough of help of that kind. There is much to do right over here, if these young ladies would look around and see. Perhaps the work is not as picturesque and as romantic as the work abroad, nor is it attended with the beating of the big drum, but its value is not the less for that reason, save to those whose aim is not

service but the public reward of service.

Another suggestion has been made to me apropos of my plan of a harvest home entertainment for autumn. As we all know, everybody rushed into the fad—an excellent one—of raising vegetables. The June weather, it is true, was most unpropitious, and I fear that many of the potatoes rotted. However, when the harvest time comes, why not give a charity market and dispose of all this produce, as one does on an old-fashioned market day in France? What a delightful entertainment it would be! It could be arranged out-of-doors, and the women and men could put on fancy dress. Suggestions could be obtained from the quaint dolls such as one buys all over Normandy, in Spain, in Italy, and on the Riviera, dolls rigged out in the peasant working garb or in the fashion of the fisherwomen of Boulogne, Calais, Havre, and along the Brittany coast. I believe in fancy dress costumes because it gives the milliners and dress-makers a chance; then, it is so picturesque.

THE LOGICAL RESULT OF WAR GARDENS

I would like it to be an Allies Fair, where, and this would make it a little different, vegetables are sold. It would not do to send one's gardener as one does at the local flower and agricultural shows; we should have the fair workers themselves, at their own booths, to sell the produce raised by their own work. There could be a small cannery, too, where one might be taught the mysteries of preserving and drying. This fair need not be held at Newport only, but at different places all over the country.

Newport could have its festa, but I really think that a thing of this description would be better near town, where the town people and the strangers within our gates (and there are many during August and September) could flock to it. The spirit of snobbery, as some ill-natured persons might imply, will no doubt play a part in such an affair, but I am sure that here the means justifies the end, for if the public rushed to buy the vegetables that the society women

have planted, hoed, and raised with their own hands, much money for excellent uses might be made,—a true Jesuit point of view.

As I have said previously, August finds the amateur gardener with a surplus of vegetables and fruit. I have tried to prevail upon town friends and those in straitened circumstances to accept hampers, but they have thanked me, and then they have confessed that it took too much ice to keep all the things that were sent. I know many people who are at their wits' ends to know what to do with their garden stuff in the harvests of August and September. Only the other day, some one wrote to the newspapers about this very matter and asked, "What are we going to do with all these vegetables after we have raised them?" Tomatoes, for instance, are raised in myriads, and yet you have to pay a stiff price for them in town. The hotels, the provision people, and even the different institutions, although some of the latter have their own farms,—now prefer to buy of regular dealers or in regular market, but they would no doubt purchase from private estates if the vegetables were properly displayed and packed in good shape for market.

Now there are other small matters that I want to discuss. I am in a mood to take up only trivial questions as I sit here on my wide piazza, furnished in the most comfortable wicker, with a glimpse of stately hydrangeas at the portals and masses of red, blue, and white blossoms beyond, for the gardens are ablaze with patriotism these days. As I imbibe a cooling draught of raspberry vinegar shrub, distilled from my own bushes' fruit, with the sound of the sea waves on my ears, I think lazily of these small matters.

WHEN WILL WOMEN LEARN?

One thing is about the etiquette of business offices. When will women learn that when they go into business they drop sex? I am not in business, but I frequently have occasion to go to my lawyers, my banker, or my brokers to

(Continued on page 102)





Maurice Goldberg

MISS EDITH MORTIMER

Miss Edith Mortimer, daughter of Mr. Stanley Mortimer, is spending the first part of the summer at "Roslyn House," the Mortimer country place at Roslyn, Long Island. The Italian gardens that surround "Roslyn House" are among the finest of their kind in this country. Mr. Mortimer collected in Italy beautiful old stone pillars, benches, fountains, and statues, and has had them placed in a worthy setting of cypress trees, ivy, and boxwood, with occasional masses of brilliant flowers. In August, Miss Mortimer will go with her parents to Newport, where they plan remaining until the autumn

PAVING THE WAY FOR PEACE

When the Final and "Great Argument" of This
World Struggle Shall Come, We, the "Melting-pot"
of Nations, Shall Speak with an Authority Based
on Sympathies as Complex as Our Racial Strains

IN making war, the United States really paved the way for making peace. When Russia offered to mediate in our war with Great Britain something over a century ago, the British foreign minister declined the offer, saying in effect, "This is a family quarrel." When the time for making peace comes at the end of the present world-convulsion, the United States may very well say to all concerned, "For us this is a family quarrel," for we are of all nations. We have more men of German birth and blood than any state of the German Empire except Prussia. We have more of those who themselves or whose parents bore allegiance to the Emperor-King of Austria-Hungary, than any except the larger divisions of the dual monarchy. The French strain is as old with us as the British. We have more Italians and children of Italians than almost any political division of the peninsula and every considerable American city has its "Little Russia." Ours is essentially a British civilization, but a British civilization modified by a century and a half of almost free colonial life, by nearly as long a period of national life, and by the infusion of blood in copious streams drawn from all the peoples of the globe.

THIS war, which woke to life the consciousness of the British blood-tie in millions descended from the earlier colonial immigrants, stirred the like slumbering sentiment in men of German and Austrian blood. To vary the figure, we suddenly found in what we had picturesquely and optimistically called the American "melting-pot," a good many lumps that declined to fuse. British we are in speech, in literary and political tradition, in social ideals, but we are also many other things. We were slow to wrath because so many racial strains go to make us a nation, and we shall speak with an authority based upon complex sympathies, when the war-sick world shall thankfully hear the welcome order, "Cease firing!" Before the ink was dry upon Lee's agreement to surrender at Appomattox, Grant was feeding the half-starved Confederates. In the very act of declaring war, we announced that our quarrel was with an idea, not with a people, and President Wilson has recently amplified that assertion in his message to Russia. We war not to subdue a people, but to rid the world of a vicious political ideal.

WHEN the leaders of the world find themselves seated round the council table at which the accounts of this tremendous conflict are to be settled, friend and foe alike will look to the United States for inspiration, and whatever the cost to us in blood and treasure may meanwhile have been, however hard the blows we may have given and taken, we, as sharing the ideals and the kinship of all concerned, will bring counsels of moderation. However we may detest the doctrine of rule by divine right, and the pretensions of a brutal military aristocracy, we can not hate the German people seeking peace. However much we may insist upon reparation for the hideous wrongs wrought upon Belgium and France, we are unlikely to countenance the imposition of vast indemnities merely by way of punishment upon peoples for the sins of their rulers. The United States will follow pertinaciously and inexorably the end for which we unwillingly entered the war, but will insist that peace be made without rancor.

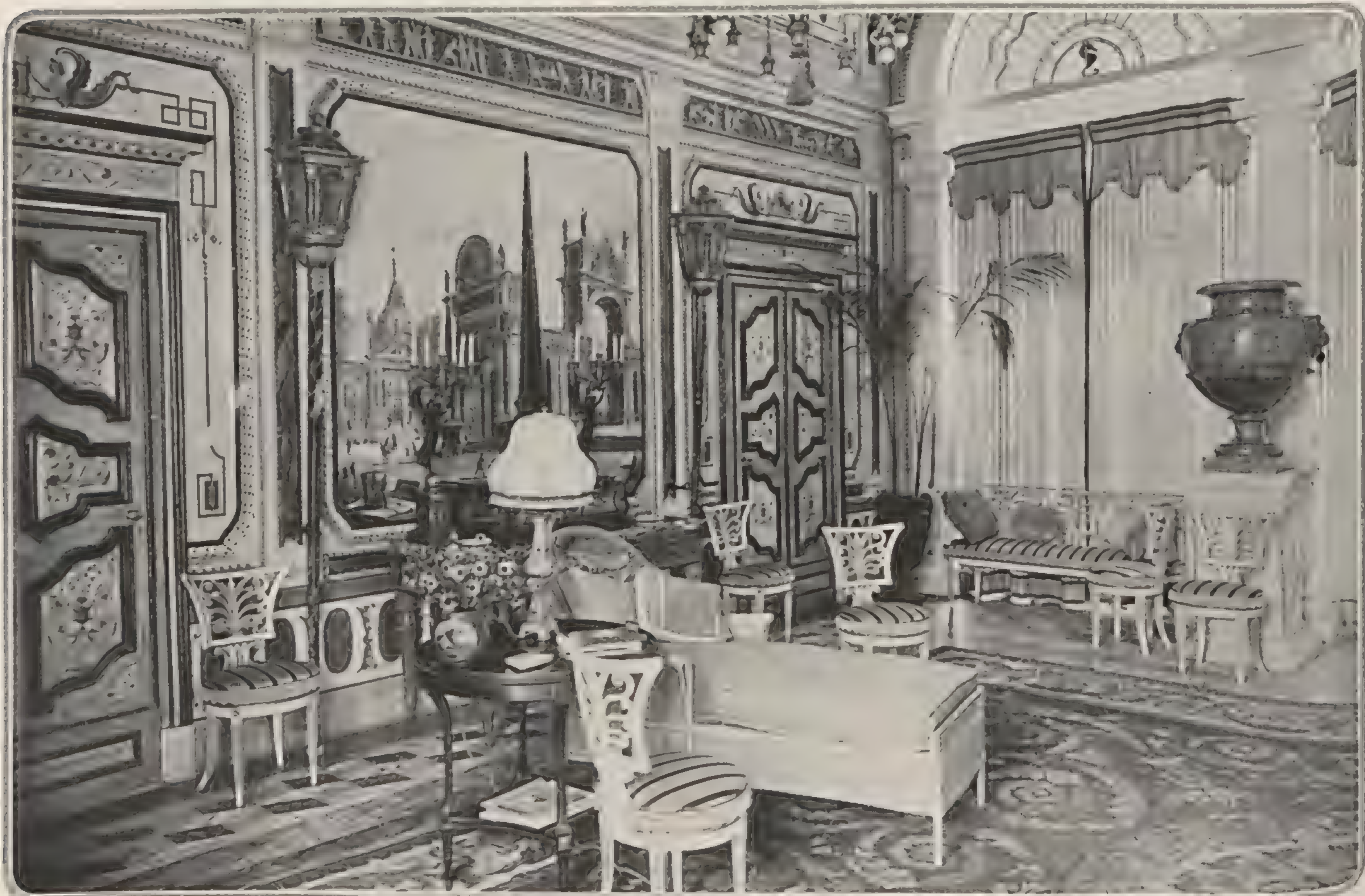
WHEREVER that great council table of the nations shall be set up, this country will send to it her best, chosen without any narrow thought of partizan advantage, but solely with the wish that those who speak for us shall measure up to the highest standards of the world's statesmanship. When the map of Europe was remade after the Napoleonic wars, not diplomatists alone, but monarchs also, took part in the deliberations. Kings and emperors have shrunk in public estimation since that time, and no crowned head is likely to take a direct share in the council of peace to come. Even should this greatest of world assemblies be held in the United States, as well it may, the President will hardly do more than receive it with an address of welcome. It is not improbable, however, that the two living ex-presidents may take part in the council, though after so much has been suggested, anybody's guess may be good as to the other American delegates. That the world should come to the United States in search of a fitting place for this "great argument," seems reasonable enough, and what better hope of negotiations guaranteeing permanent peace than would be given by a solemn meeting upon the soil of the last great nation to enter the conflict, a nation always hating war, and for a century and a quarter essentially unarmed amid a world ever bristling with bayonets.





This guest-room is a setting for a white and gold bed which once belonged to the beautiful Lady Hamilton. Flower panels in needlework hang on the putty color wall, the curtains are of mauve taffeta, and the furniture is in brown and gilt

(Below) Though it has all the air of an interior, this tea-room opens so generously into the garden as to seem almost an outdoor room. The chairs, which came from a palace in Florence, are white and gold and covered in black and yellow satin



A VENETIAN PALACE AT MIAMI

THE Venetian villa of Mr. James Deering at Miami challenges the yachtsman at the entrance to the best winter fishing grounds, and has been the subject of much discussion, for building on a large scale is wholly unfamiliar in that region. Mr. Deering, however, has long been a resident there, and his faith in the climate of Miami was strong enough to lead him to build there not a temporary villa but this house, exterior views of which were published in the issue of Vogue for July 15.

On these four pages are illustrated some of the diverse aspects of the interior of this Venetian villa,—serious rooms and frivolous ones, rooms of ancient aspect or modern air, but always Italian. The house is a mine of unexplored Italian manners. The clue to this diversity lies in the preconceived plan to make this a house such as might have grown up in Italy itself through the lapse of centuries, inherited from generation to generation by the nobles of a single family, each of whom enlarged and enriched it in accordance with the taste of his own times. One may compare it with such Italian palaces as the Palazzo Orsini, one end a fortress and the other a great smiling ballroom of the eighteenth century, frankly baroque in style, but so open and defenseless compared with the first rooms.

There are delightful Empire bedrooms at Petraja, almost Puritan in their simple bare-

ness, there are wonderful things in the domestic part of the royal palace at Milan, and there are true gems among the tasteless marvels at Turin. Of innumerable prosperous country houses throughout Lombardy, there are few that are charming all the way through; there are equally few that have not at least one delicious surprise. In France surprises are not so sharp and no doubt, the level is higher, but a level, however high, lacks diversity and may be too sane for country houses, which are easily made depressing by an excess of formality in the decoration.

In trying to make a really Italian villa in America, the idea of building a monument to the Renaissance was definitely eliminated. Every Italian house has its long biography, beginning somewhere far in the past and finishing up for the most part, in the bogs of modern decoration. In the long passage one meets many frank declarations, much wayward rocaille fancy, the demure Louis XVI rooms, the ascetic Directoire furnishings, such reflections of Pompeii and Egypt as in the Bonaparte days, and such frugal doctrinaire graces as during the sad Austrian epoch following. The idea has been to create in fact, a tribute to that continuity of existence which is the foundation of the great enchantment of historic houses, which gives them an air of having seen the lives of generations of men.

DECORATION BY PAUL CHALFIN



The music room was brought bodily from Venice. The piano conceals modernity beneath a painted case copied from an old spinet

(Below) The wall covering in the reception room is one of the rare textiles of the world, woven by the silk weaver to Marie Antoinette



There was no desire to crowd a country house with marvels; but, instead, the effort was to collect such things as a succession of men of taste would have acquired in extending the house of their inheritance at successive periods of their prosperity.

Thus the two rooms on page 42 are such as might have been evolved about 1790, the upper one all restraint, the lower a fanfare of Neapolitan improvisation. The two on page 43 are elaborate; the music room is broad, facile, and declamatory, like a gaily painted harpsichord; the reception room, with its Italian system of placing the boisserie flat upon the silks of the walls, contains marvels of execution in the ceiling and the woodwork and one of the unique objects of the world in the great wall covering, a silk once a gift of French sovereigns to a Venetian ambassador and woven by the famous Philippe de la Salle, weaver to Marie Antoinette.

The bed on this page is a bold revival from France, and the panels of shells in the swimming-pool will bring up Lago Maggiore to many a traveler. The fantastically gay ceiling is from the lightest mood of Robert Chanler's imagination, an evocation from the Caribbean sea gardens, in blue, silver, and rainbow colors, but harmonizing perfectly with the shells. The three upper photographs on page



This handsome Venetian bed is a study in blue, coral, green, and silver

(Below) The swimming-pool is partially roofed with a Chanler seascape

45 show the seriously drawn elegance of the classic Italian mood, the Bonapartist, and the small dining-room below reverts to the wayward and warm-colored Venetian rococo.

This small dining-room, which is used as a breakfast room, has a gaiety befitting its purpose. One entire side opens by means of sliding doors into the garden. The remaining three sides are paneled with marine paintings, over which beautiful seventeenth-century Italian velvet hangings may be drawn. The furniture is Venetian lacquer in red and gold, with a covering of antique Chinese embroidery, and a heavy oriental rug covers the marble floor, which is laid in an elaborate design in red, gold, and black marble. At the entrance are seventeenth-century Italian gates of gilded iron wrought in an elaborately beautiful design; these are set in a frame of thirteenth-century Italian stonework. The mantel is a Chinese Chippendale in black and gold, and the lighting fixtures consist of six Italian floor lamps and four gaily painted chandeliers.

The Pompeian entrance hall illustrates the fact that even severity may be elaborate, especially severity in marble. Even the curves of the Empire chairs and the four black marble columns which support the candelabra serve only to emphasize the prevalence of the straight line.





The owner's bedroom is a study in masculine severity on Empire lines. The stately Empire bed of mahogany and bronze was made for a member of the imperial Bonaparte family

THE CLASSIC MOOD OF ITALY

IS A TRUE EMPIRE STYLE

(Below) The breakfast room has a floor elaborately patterned in gold, red, and black marble. The walls are paneled with marine paintings over which red velvet curtains may be drawn at will

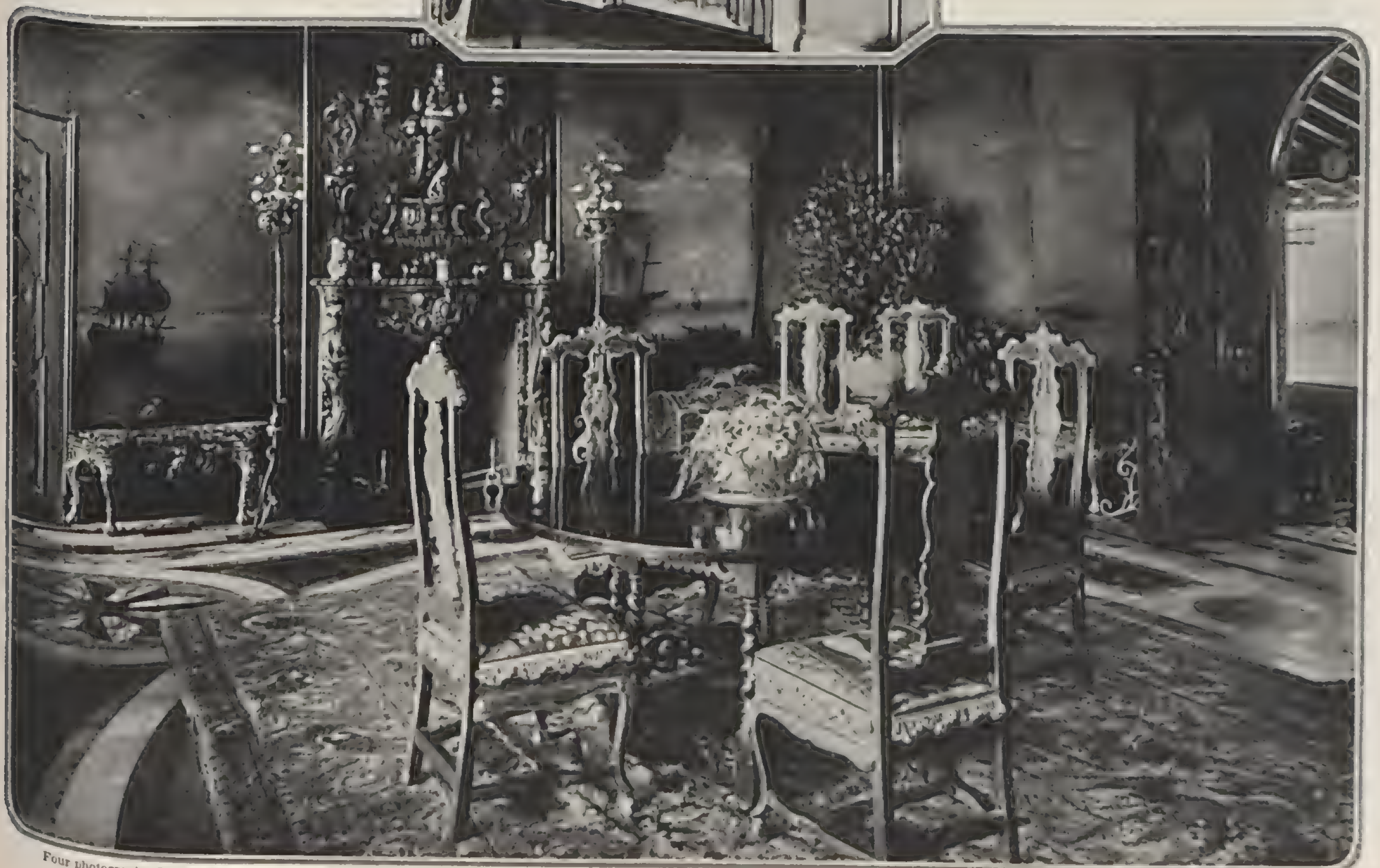


Pompeian influence prevails in the hall, floored in black and white marble. The grisaille panels are set in the imitation marble dear to the Directoire, and marble columns support candelabra

WAYWARD AND WARM VENETIAN

ROCOCO IS, IN ENTIRE CONTRAST

(Left) In the library, the architectural frame of the windows is emphasized by curtains hung within. They are of heavy gold silk rep, with orange, gray, and black fringe, over gray taffeta



VERSATILITY IS THE FIRST PRINCIPLE OF DECORATION



(Above) Unusual success has attended the imparting of the atmosphere of Italy to this sunny living-room. The wall damask is of a warm green, and blue predominates throughout the decoration. Antique gilt furniture is cushioned in orange and golden yellow and lightly touched with blue.



(Left) Those decorative creations, the old Chinese wallpapers, are still lending inspiration to the decorator. In this case the design of Chinese origin is painted on a gray-green wall in tones of fawn and brown. The mantel of Adam design has a gilt framed mirror as overmantel. This is a bit of the dining-room in the home of Mrs. Miles B. Carpenter, at Bar Harbor, Maine.



There is no coldness left in white taffeta when it has been rose lined and embroidered in gold, rose, blue, and gray.

A Many-sided 'Genius' is That of the Decorator, Who Must Be An Enthusiast of Every Period and an Originator of Periods All His Own

DECORATION BY BARON DE MEYER

DOUBTLESS every decorator has his hobbies, and delightful are the personal touches which those hobbies give to all he does, but the true artist in decoration refuses to permit his work to become identified with any one period or style. His taste must be catholic, and his capacity for invention and variation, infinite. At this price alone will he succeed in avoiding those stereotyped effects which are the bane of decoration. Each room, with its owners, presents a new problem, and for that problem it is the task of the decorator to find the one fitting answer. The infinite variety which results from such a treatment may be seen in the rooms (all of which are the work of Baron de Meyer), which are illustrated on this and the opposite page.

The sunny Italian room at the upper left on this page was decorated for a personal friend, and was therefore the more easily made to conform to known personal tastes and individuality. The walls are of an old damask in tones of a mellow warm green, and the large rug is a very fine Persian rug of the sixteenth century in a strong Madonna blue tone with a border of faded yellows. The ceiling echoes this blue rug in a decoration in the same coloring. The furniture in this room is mostly in antique gilding, mellowed by age and sometimes varied by decorations in faded blues. All cushions and coverings are of wonderful old orange and golden yellow velvets, with touches of brown and soft dull blues; colors all reminiscent of Italy. At the top of the opposite page is a bedroom.



also of Italian derivation, in Mrs. William K. Vanderbilt's residence. This room was designed and executed for Miss Barbara Rutherford, now Mrs. Cyril Hatch. The color plan is made up of tones of apricot, rose, and violet, accented with black, which gives it character.

The dado, mantelpiece, and ceiling, as well as the rough plastered walls, are all in tones of apricot, much glazed with violet; this produces an unusual mellowness and makes the tones in the different parts of the room vary according to the light and the hour of the day. The carpet is of a deep violet, and the doors and all the furniture are of black lacquer with the least bit of gold introduced. The bed, which is the feature of the room, was inspired by Carpaccio's famous painting of St. Ursula's Dream, in Venice. It is of black lacquer with a bedspread and day-cushion of mauve and gold brocade. The canopy, nine feet high, is in cloth of gold lined with mauve velvet, and mauve tassels decorate it; the pillow at the foot of the bed is of turquoise blue velvet. The screen is composed of black glass panels and is hung with tassels of mauve. The wall lights are of black glass plaques mounted in gilt metal framework. The curtains for this room are of deepest violet damask, and violet and apricot-rose gauze inside curtains complete the window.

A delightful window arrangement is shown at the upper right on the opposite page. The curtains are of thick white taffeta lined with rose silk, and this rose silk with the light of day shining through gives a wonderful transparency. The appliqué and embroidery work is of various materials in shades of blue, gray, and rose red, surrounding gold thread embroidery. These

(Continued on page 80)

The famous painting of St. Ursula's Dream by the Venetian master, Carpaccio, gave the suggestion for this bedroom in the home of Mrs. William K. Vanderbilt; it was designed for Miss Barbara Rutherford, now Mrs. Cyril Hatch. The room is a study in apricot, rose, and mauve, accented with black

(Right) In this corner of his own living-room at "Gayne House," Baron de Meyer has indulged to the full his hobby of Victorianism. Silhouettes hang against glazed chintz trimmed with white ball fringe. The curtains have a valance of old beadwork, Victorian ornaments are all about, and hooked rugs cover the floor



IT IS A WISE DECORATOR
WHO MAKES THE STUDIO NOT
A SHOP, BUT AN ILLUSTRATION
OF WHAT A HOME MAY BE

DECORATIONS BY GERTRUDE NEWELL AND
CAROLINE DUDLEY



These decorators have made of the main floor of their establishment not a shop full of things to sell, but a proof of their skill in creating livable homes. Spaciousness and dignity characterize the living-room, which is refreshingly bare of extraneous ornaments. The curtains deserve especial mention; for all their air of richness, they are of no other material than old-fashioned calico, lined, interlined, and corded and tasseled with silk

The Directoire note which is the moment's fancy in decoration is sounded in the drawing-room, and something of Victorianism enters into the elaborate draping of the windows with many flounced écreu lace curtains and an overdrapery. The colors of this room are derived from the chandelier and side lights in Venetian glass. The remarkable flowered rug came from the Caucasus



RECLAIMING THE OLD HOUSE

The Quaint Personality of
an Old House May Be Pre-
served against a Background
of Modern Simplicity

DECORATION BY HERTER LOOMS

A HOUSE forty years old belongs to that unfortunate period when the woodwork was made of particularly gloomy mahogany, the wall-papers were ugly, the mantel-pieces were of shapes that could not be classified in any period, even Victorian, and the beamed ceilings were too small to be sixteenth century and too large to be anything else. To make a home of this sort attractive in color and agreeable to live in, is not an easy task. Of course, the first impulse is generally to make over the house. Most people who attempt a rejuvenation of this sort, like to throw everything away, or, if they are very thrifty, to dispose of the old furniture by sales. All their old possessions, even their old ancestral souvenirs, they send away in order that the decks may be absolutely clear for further action in decoration.

American life goes very fast, and few people take time to look back and live with their souvenirs, not realizing what a delightful thing they might find should they do so. It is often the fault of decorators who have been bitten by the "modern" idea and are anxious to show more of their own personality than of that of the owners of the place; often their ambition is to sell their clients as many things as possible in the shortest time, regardless of results.

A BACKGROUND FOR HEIRLOOMS

This was not the wish of Mrs. Frank L. de Armond, daughter of Judge Marvel of Wilmington, Delaware. With the problem confronting her of redecorating an old Wilmington house of the sort described, she chose the method of attractive color scheme and the suppression of ugly shapes, while composing the house around ancestral furniture and bibelots. First, there is the library where the portraits of her two great-grandparents Wootten hang over the bookcases,

The old furniture and bibelots of this library were kept; only the background of walls and hangings was changed. Even the wax flowers under glass may be seen on the bookcase

(Right) In the hall, the gloomy mahogany woodwork was painted a misty gray, and cream and blue striped tafeta curtains were hung at the windows. The table is mahogany



Charlotte Fairchild

A living-room may be less formal than a drawing-room; this is draped in a light blue and gray stuff to soften the walls; the furniture, which is designed on modern lines and in the interest of comfort and dignity, is upholstered in hand-woven material in blue and gold in colonial designs

before which stands the old sofa on which Judge Alfred Wootten, the oldest Judge of his time in Georgetown, Delaware, courted Mrs. Wootten. The early nineteenth-century wax flowers on the bookcases are kept carefully under their quaint glass globes, as so many of the antique clocks used to be kept in France. This interesting old-fashioned arrangement, against a rather austere paneled gray wall, has a quiet charm and a decided dignity, reminiscent of other days.

A COLONIAL LIVING-ROOM

It was not desired that the living-room, which adjoins the library, should have the formal aspect of the latter, so the walls are draped with a light stuff in gray and blue, which makes the room cozy and informal. Most of the furniture in this room is comfortably upholstered and covered with hand-woven materials in blue and gold, which revive old colonial patterns and are in spirit with the colonial furniture in the room. The curtains, also hand-woven, are of a very loose weave, so that they will not intercept too much light, and they give a glow of soft blue

(Continued on page 80)

THE APOTHEOSIS OF THE BATH

THE *raison d'être* of the bathroom is obvious: cleanliness is admittedly next to godliness. But having standardized cleanliness to the same degree that we have standardized plumbing, we seek embellishments. Like the old Romans, we recognize the joyous quality of the bath, and we seek to express our appreciation of the luxury of running water by the decorations we bring to its use. There are people who like white enamel, white porcelain tubs, white muslin curtains, and hospital-plain fittings, whose ideal of the bathroom is a perfection of service. But there is also the woman who demands of her *cabinet de toilette* and her bath the same beauty that she demands of all the other things with which she surrounds herself. Nothing is too exquisite for these personal rooms of her home.

The very smallness of the bathroom adapts it to costly adornment. The most precious marbles may be employed in so small a space; mirrored walls may give way to thin panels of lapis lazuli or jade, set in silvered frames; lighting fixtures may be fragile affairs of jewels and crystals and enamels. Nothing is impossible in this vanity of vanities.

THE BATH AS A THING OF BEAUTY

To this decorative class belongs the bath of Mrs. George Gould at "Georgian Court," which has recently been extensively remodeled. This bath, views of which are shown on the opposite page, is a very small room, and the floor is covered with black velvet. The woodwork is a pale antique ivory, and the walls are covered with old French brocade of pale ivory ground with wreaths of pink roses and light green leaves. The ceiling is canopied with a cream colored French lace over pale pink silk. A lace valance runs around the room and is looped at intervals with pink ribbon and French flowers. The festoons of lace are brought down from the corners of the room. The large hanging light is covered with pink silk and wreathed with roses of French ribbons; it ends in a tassel.

The windows have several filmy veils

Now That We Have Mastered the Mechanics of Perfect Sanitation, the Esthetic Possibilities of Bathrooms Have Become Our First Consideration



of curtains. Next to the glass is a shade of rosebud sprigged glazed chintz. Over this is hung a curtain of pink chiffon, and over the chiffon is hung lace, caught in three festoons. Between the chiffon and the glazed chintz there is a deep valance of pink, green, and yellow ruffles of taffeta, with pinked edges. This valance serves to shade the upper part of the window and thus soften the light.

The marble bowl at the upper left on the opposite page also has draperies of lace caught in festoons. The mirror above this is from an old French design, with gilt curtains caught back at the sides. On this wash-stand are beautiful crystal and gold toilet bottles. At the upper right on the opposite page is a small French dressing-table with a similar mirror above it. Among the pleasing accessories on this dressing-table is a pair of white swans holding a flower vase. The small bench has a cushion of rubberized pink silk, tied with cords and tassels.

A BUILT-IN DRESSING-TABLE

From this bathroom opens Mrs. Gould's bedroom, the walls of which are also hung with French brocade. One corner in this room, shown at the bottom of the opposite page, has been mirrored as background to a most unusual dressing-table. This dressing-table is built to fit into the corner of the room and affords ample space for a beautiful array of gold and enamel toilet articles. A canopy of French lace runs around the top of the mirrors, and garlands of flowers are hung in festoons above this lace. The dressing-table itself is also draped in lace, and a deep length of lace is hung in festoons about it. The small gilt chair for the dressing-table is covered with quilted pink silk, ruffled about the cushion.

In the town house, three photographs of which appear on this page, Mrs. Gould's bath is on a more magnificent scale. Here the decorations are more architectural, and the walls and ceiling are of Italian marble. The bath itself is of the marble of the walls, and is set on

(Continued on page 80)



Harting

The bathroom of Mrs. George Gould, in the town house, is a sumptuous room in Italian marble, which suggests the magnificence of old Roman baths. The architectural note is dominant here, though softened by hangings of rose taffeta and Alençons lace. The semi-circular Louis XVI dressing-table has a gilt framed triple mirror and toilet articles of crystal and gilt. The rugs are a soft gray-blue velvet, and the gilt "chaise-longue" has a rose satin pad and a silk and lace coverlet.

(Left) The marble basin is supported by gilt bronze legs of elaborate design, and a drapery of rose taffeta and Alençons lace conceals the necessary piping. The mirror above is framed in gilt bronze, inset in a marble panel, and hung with the lace and silk

The architectural feature of the room is the well-designed marble bath. This is recessed in a carved niche and raised upon a marble platform. The faucets in the form of a dolphin are in gilt bronze, as are the lighting fixtures and all other metal work to be seen





© M. E. Hewitt

Severe yet extremely decorative is the Directoire bath from the recently completed house of Mr. James Deering at Miami. One side of this room opens into a loggia overlooking the sea; the impression is one of coolness



At "Georgian Court," the bathroom of Mrs. George Gould has a less stately air than that in her town house. The walls are covered with a French brocade of pale ivory ground, patterned with wreaths of pink roses with delicate green leaves, and the woodwork has an antique ivory finish. Cream lace and pink silk are everywhere; they form the canopy ceiling, drape the windows and the wash-stand, and even run as a valance about the room

(Right) In the bedroom adjoining Mrs. Gould's bath, the walls are also covered with French brocade and draperies of lace and silk play an equally important part. One corner of this room is lined with mirrors, and into this the dressing-table is built, affording ample space for the beautiful enamel and gold toilet articles. Before the dressing-table stands a small but comfortable gilt chair, covered with quilted pink silk

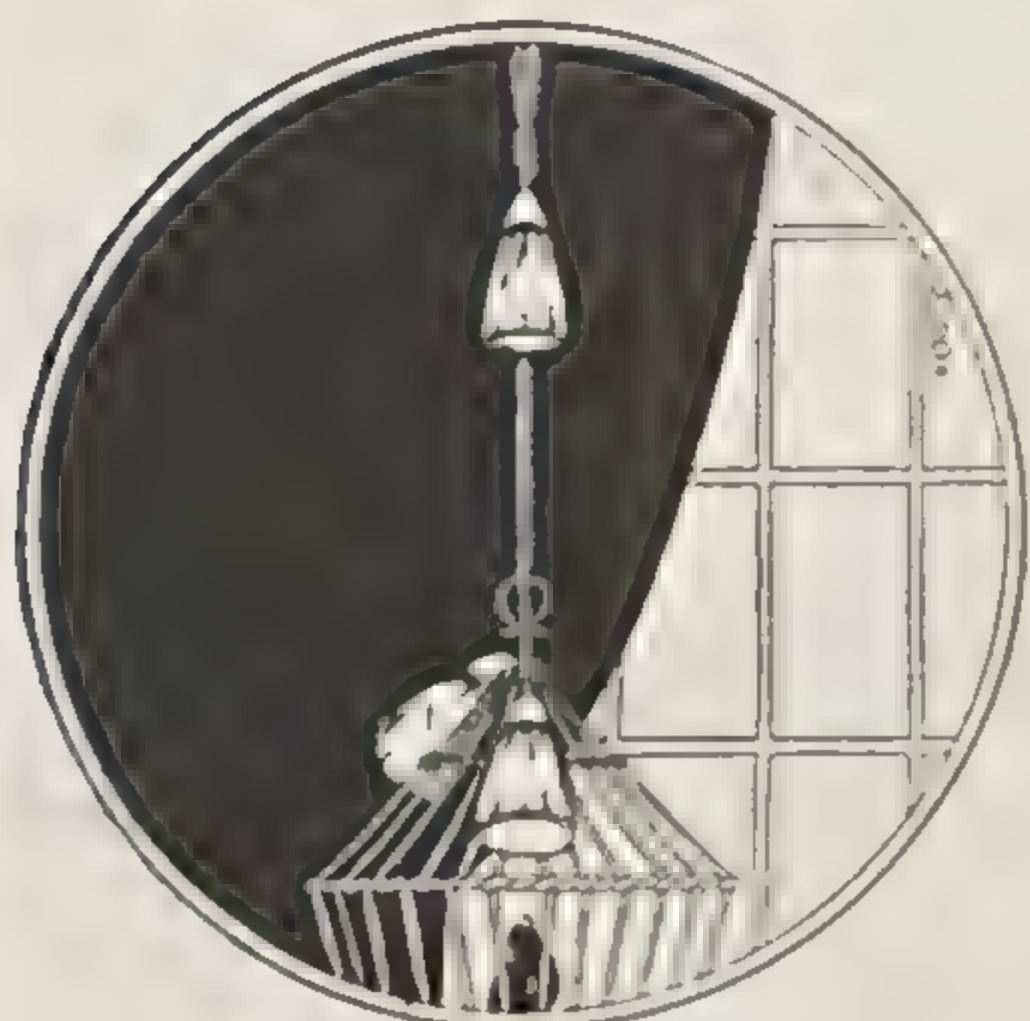
Opposite the wash-stand in Mrs. Gould's bathroom is a small French dressing-table, above which hangs a gilt-framed mirror similar to that above the bowl. The bench for this dressing-table has a cover of pink rubberized silk. The floor of this room is covered with black velvet, and the windows are hung with filmy veils of cream lace and pink chiffon over a taffeta valance of many colored ruffles and a shade of rosebud patterned glazed chintz



Three photographs by Harting

THE DECORATION OF THE UNPRETENTIOUS HOME

The Small House and the Modest Apartment
Offer a Special Field Wherein Wise Labor Brings
Large Returns in Beauty and Peace of Mind



The bird-cage, which is now so important a factor in decoration, may hang from an equally decorative tassel of any color one may choose

THE day is past when the decoration of a house was other than a pleasure. In recent years, there has been so marked an increase of interest in beautiful homes and such an increased demand for knowledge of the principles of decoration that an extensive publication of popular books and articles has resulted, and every woman has become an amateur in beautiful interiors and acquired an ever-growing desire to know their history and the esthetic laws which have governed their development. The householder no longer considers the decorator as a bugbear, but as an invaluable assistant by whose aid a given result may be obtained with the least possible expenditure of time and money on her own part.

Each house is, of course, a law unto itself and must be worked out as an individual problem. The architecture must sound the key-note, and the decorations chosen must be consistent with the structural features; there is a gulf not to be bridged between Louis XVI furnishings

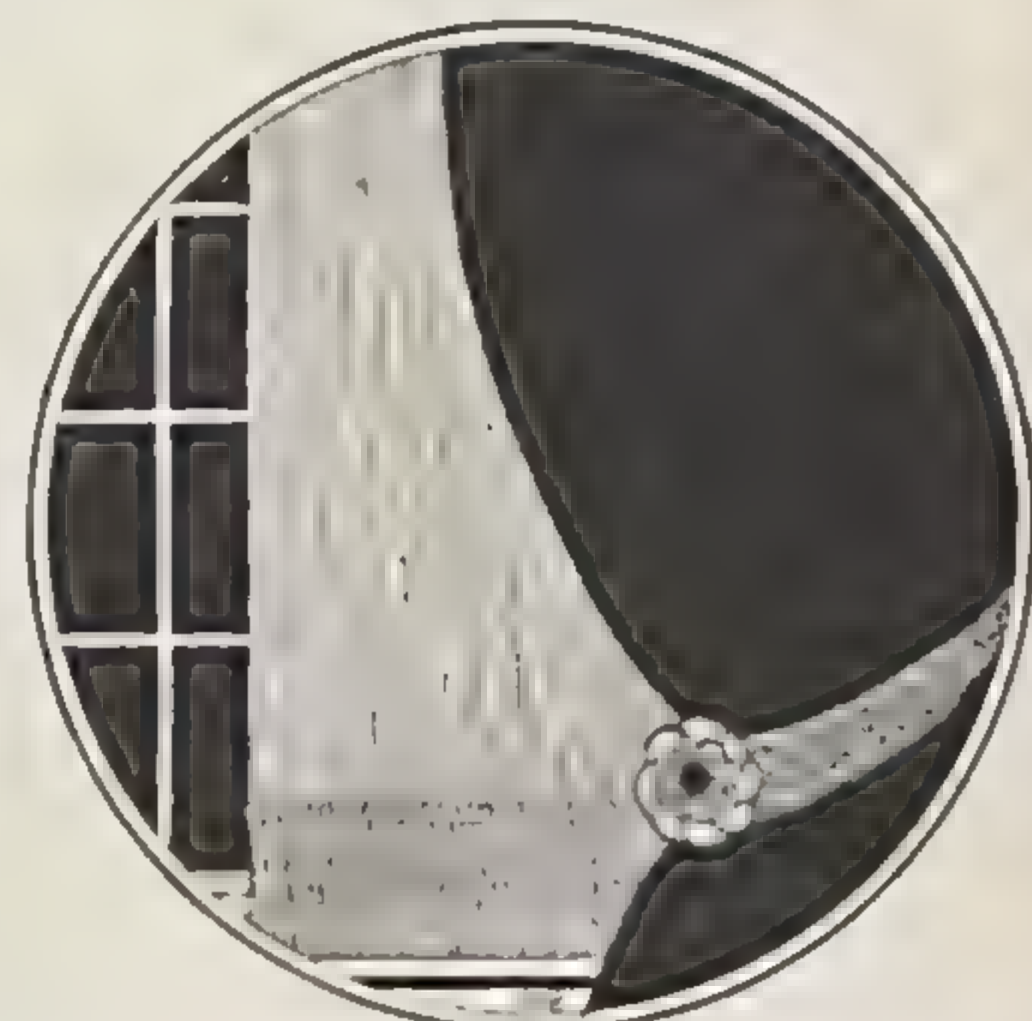
(Right) By the clever device of asbestos partitions, the window seat which conceals the radiator may house a library



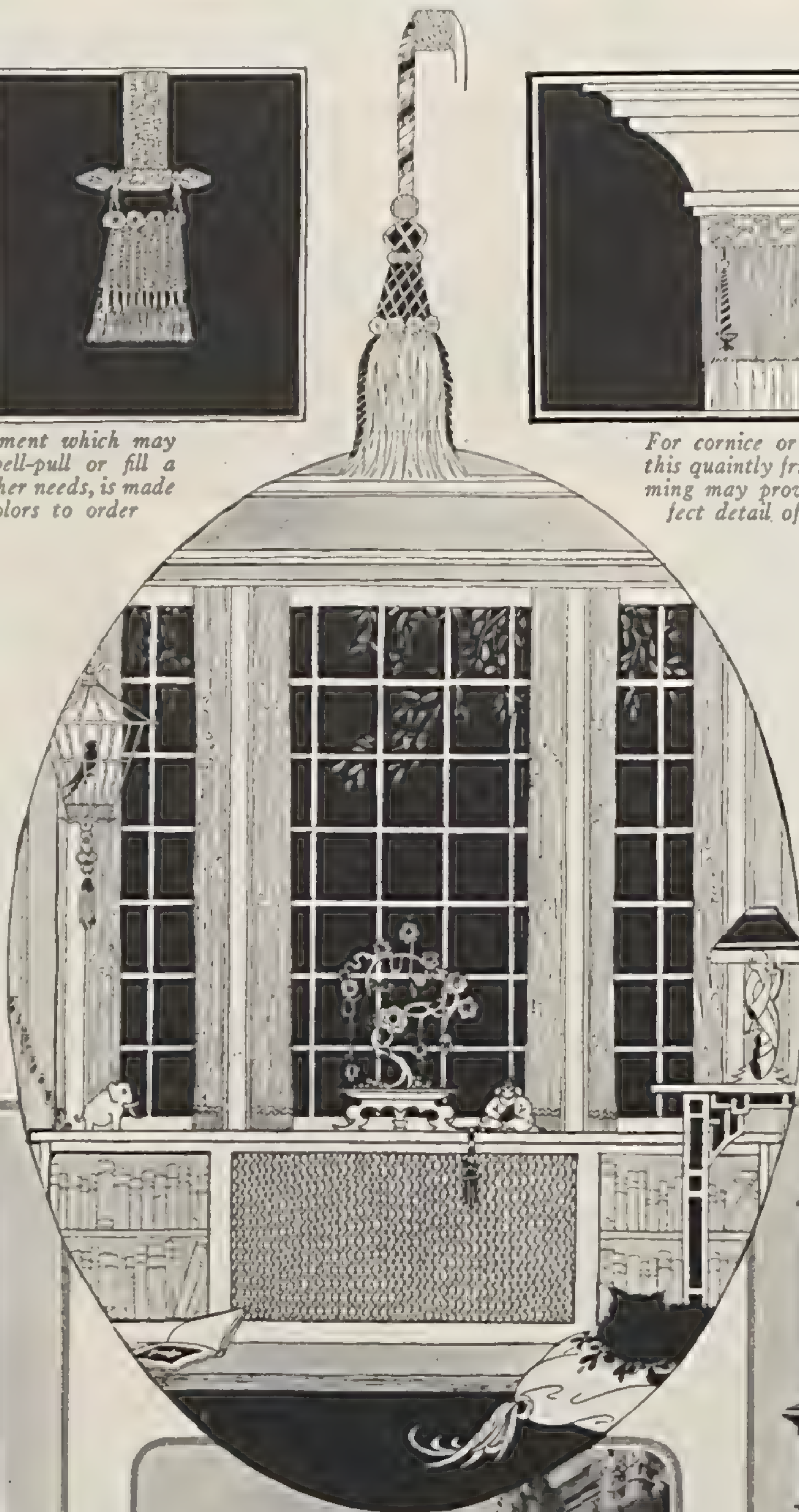
An ornament which may end a bell-pull or fill a dozen other needs, is made in colors to order



For cornice or a curtain, this quaintly fringed trimming may prove the perfect detail of a room



Rose and black is but one of the combinations of this curtain holder. Seven-inch fringe weights the chiffon curtain and matches its color



and a low-ceiled room paneled in Tudor oak. The requirements and temperaments of the occupants must next be considered, for the successful house must be a fitting background for its inhabitants. To this end, any decorator must eliminate his or her own personality and work hand in hand with the owner, studying that owner's taste.

The decoration of a new house is a comparatively simple matter, particularly if the owner will be honest with the decorator and state as nearly as possible, in the beginning, the amount of money to be spent. No conscientious decorator will take advantage of this confidence, and in the end much more beautiful results can be attained, since the decorator is able from the first to advise a wise distribution of the expense, in accord with the requirements of each room. It is not the amount of money spent on a house that makes it attractive; it is the complete and consistent working out of a whole house, well-balanced and in key, that means decorative success. To attain this success

(Middle, above) A neutral toned room may gain gaiety from ten-inch tassels in rose and putty color used on portières



Once the victrola balanced pleasure to the ear with torture to the eye. Now it lives in Chinese lacquer cabinets with hinges of hand-beaten brass



There is a considerable revival of landscape wall-papers; set in paneling, they add both spaciousness and color; varnished, they last a whole lifetime



This Italian coffer, hand-carved in walnut, holds the victrola and provides a separate drawer conveniently arranged to hold the records



The small house permits few pictures on walls, but it may vary their plainness by side lights in polychrome, with shades of pierced and painted tin

is even more important to the decorator than it is for the client, because a decorator hopes to go on doing other houses, and each house well done is an asset, while a single one that is poorly done may prove her undoing.

It is a great mistake to try to complete the furnishing of a whole house in such a brief time as a few weeks, and the woman who is seeking to create a really lovely home will avoid this. She has learned that it is well worth while to wait for special pieces of furniture to be made, for textiles that must be imported or woven to suit her needs, and, last but by no means least, for the designing and making of all the smaller accessories, such as lampshades, pillows, bedspreads, and the like, which must be made to order if they are to carry out the very object of their being that of accentuating the color note and giving character to the entire room. Many otherwise attractive rooms have been ruined by a failure to select the right accents. The reward for the patience it requires to attend to all these details is received every day one lives in the house, for these are the things which create a personal atmosphere and give the intimate and livable quality to a home.

KEEPING THE BACKGROUND IN PLACE

Too much emphasis can not be laid on the importance of neutral walls and floor covering; this does not mean that one should be limited to gray or putty, ivory or tan, for any desired color scheme may be carried out, since any color may be grayed to a neutral tone; the essential point is to make the walls and floor count as neutral by making them lower in key than the rest of the room. Thus each room of a house may show a decided contrast in color, if desired. Generally speaking, plain walls are the most desirable. They may be paneled in wood, canvas covered and painted, made into panels with narrow flat mouldings, or they may be simply papered in one of the many lovely water color papers.

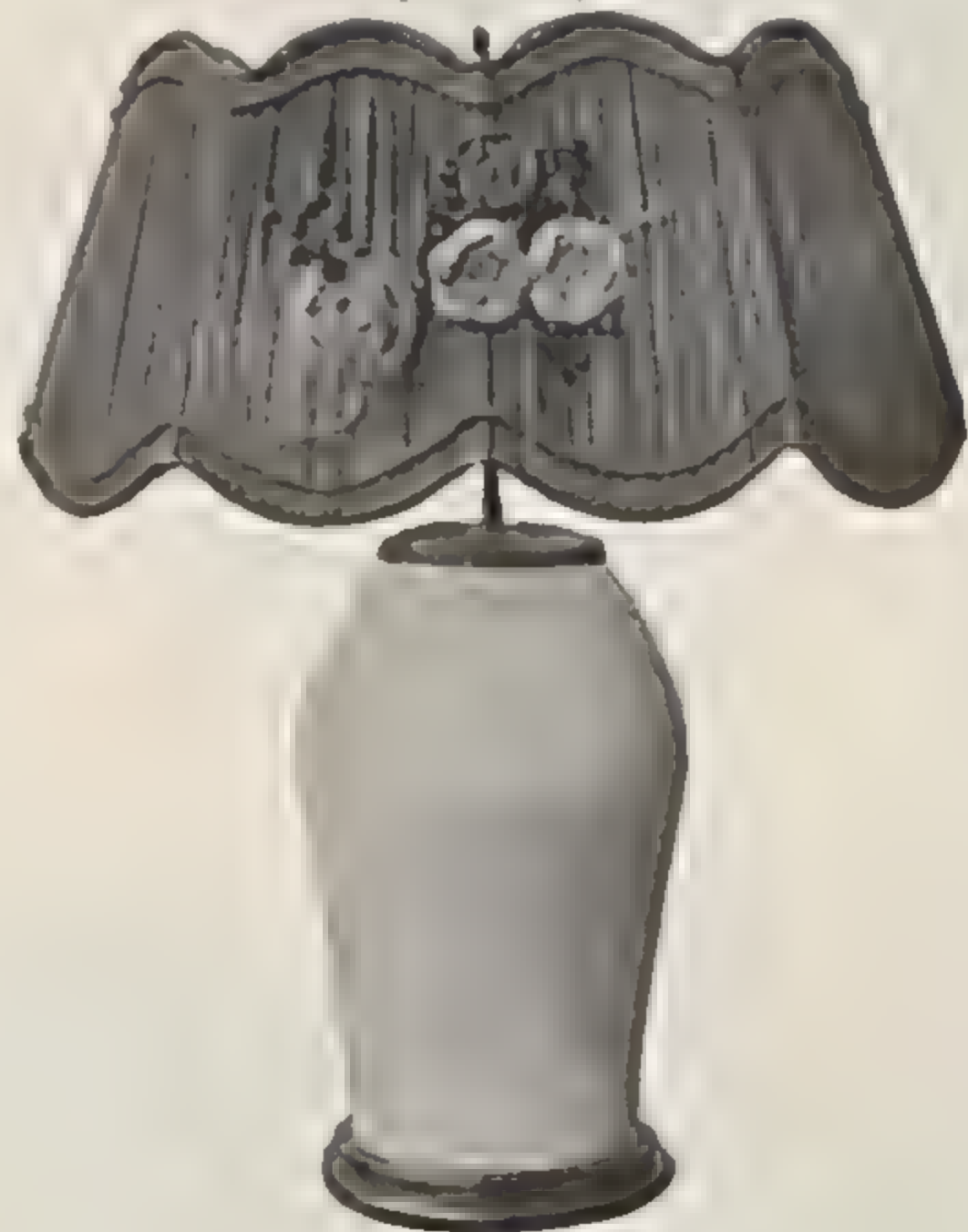
In a small apartment or in a house that is not large and in which the rooms are intimately connected, the best results are attained by having the rooms on one floor kept to one general scheme. Mirrors are very decorative and are especially desirable in small rooms, as they tend to add spaciousness, but few if any pictures should be used in these small rooms, unless one has old portraits or really good original paintings or prints. Side lights properly placed take away any appearance of bareness, particularly if the walls are paneled. Great care must be exercised in hanging pictures on paneled walls. Unless they are so consistent in shape that the paneling seems made for them, the effect is never good.

Where space admits of use, some of the scenic papers are now used, but they should be carefully chosen and very

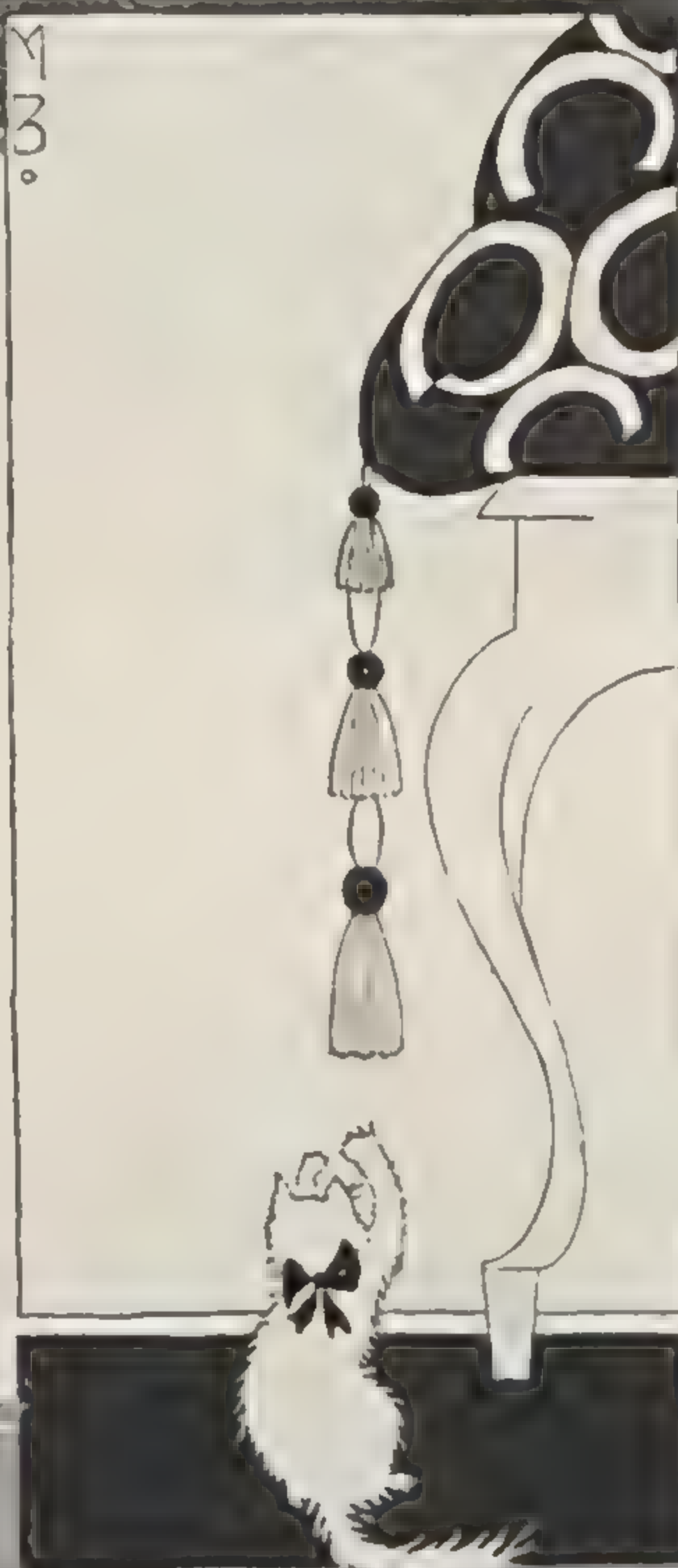
(Continued on page 90)



Not even the atrocities of the made-by-the-thousand apartment are proof against the wiles of a skilful decorator



The lamp at night is the highest note in the room, as such it must be designed



(Left) The making of pillows and the life of pussies is this tassel in copper and green silk with moss headings



The dainty boudoir lamp may make discreet use of smart wool flowers and fringe



M. E. Hewitt

(Right) In this apartment decorated by Florence Allen Mastick the lacking balance was supplied by replacing the door in the third panel of the bay, by a mirrored door to suggest a window

FIRST CATCH YOUR DECORATOR



The dining-room in the home of Mrs. Arthur Gibb at Glen Cove, was built around the antique Queen Anne chairs of walnut with gilt mounts. The oak and gold paneling is in the style of Queen Anne

(Below) Proof that architect and decorator may work for a common end is offered in the living-room for the home of Mr. Cornelius Bliss, junior, in which Howard Major collaborated with Elsie Cobb Wilson

Success Awaits the Client Who
Selects the Decorator with a
Long Record of Training and a
Clear Record of Accomplishment

By HOWARD MAJOR

SO much has been written of the general principles of interior decoration that it seems a useless repetition to devote further space to the subject; rather I would call attention to a neglected and very important phase of decoration, the matter of choosing the decorator who is capable of applying those principles. The problem of selecting a talented practitioner of any profession is one of great difficulty; but especially in the matter of decoration, this problem is treated in such a light and unintelligent manner (or not treated as a problem at all) that it is rarely and, indeed, largely by chance, that a competent adviser is ever procured. In addition to this, the profession of interior decoration is at the present time surrounded by confusing conditions and has a greater proportion of incompetent practitioners than are to be found in the other professions, so that the problem of choice is rendered even more difficult.

TRADE OR PROFESSION

It would seem, therefore, that to present some facts of the conditions now existing in this profession and to differentiate clearly between "the trade of decorating" and "the profession of decorating" should prove more interesting and helpful than a further discussion of decorative theories. Professional advice in decoration is as necessary as architectural advice in building. This is not generally understood, nor was it generally understood thirty years ago, when constructors were building miles of brownstone



fronts, that an architect was necessary; but we have progressed, and an architect's advice is now considered indispensable even in the construction of manufacturing plants. In a few years, the decorator's advice will also be considered indispensable. The average interior of to-day is almost as bad as the brownstone fronts of yesterday. That these interiors are less monotonously unvarying than the brownstone blocks is almost their only point of superiority.

There are several causes for this lack of true beauty in our homes. First, there has long been a general lack of interest in the subject of decoration, and the resulting ignorance of its importance and its principles is great. This condition, however, is being overcome by the publicity given the subject of decoration in magazines, books, lectures, and schools. The awakening of public interest is so apparent that we need not dwell further on this cause.

A second cause is the general idea that the services of a decorator are not necessary. On that point, one may well pause to think. Undeniably the average person is not born an artist; even the sense of beauty comes with the training of the eye. Yet by study and experience almost any one may learn the main esthetic principles underlying decoration and something of its history. It is a notable fact that highly educated and cultured women with a natural fondness for art sometimes become excellent amateur decorators. Their lives bring them in constant contact with beautiful things; they have traveled and spent much time on the continent or in the east, studied the art treasures of Italy, France, and England. These women have absorbed this art and have applied their knowledge to their homes, experimenting, changing, and trying out until the result was most delightful. Women who have had these advantages and who have a keen interest in the subject of decoration, may, I believe, safely handle their own problems; but those who lack such training should, by all means, retain a trained adviser; they will thus be saved many regrets.

A PROFESSION DIVIDED AGAINST ITSELF

The third and perhaps the greatest cause of the lack of beautiful interiors in our modern homes, lies in the unsatisfactory conditions existing in the profession of interior decoration itself. Four distinct sets of people are professionally interested in this work of making homes.

There are the shops, wholesale or retail, which

(Continued on page 96)

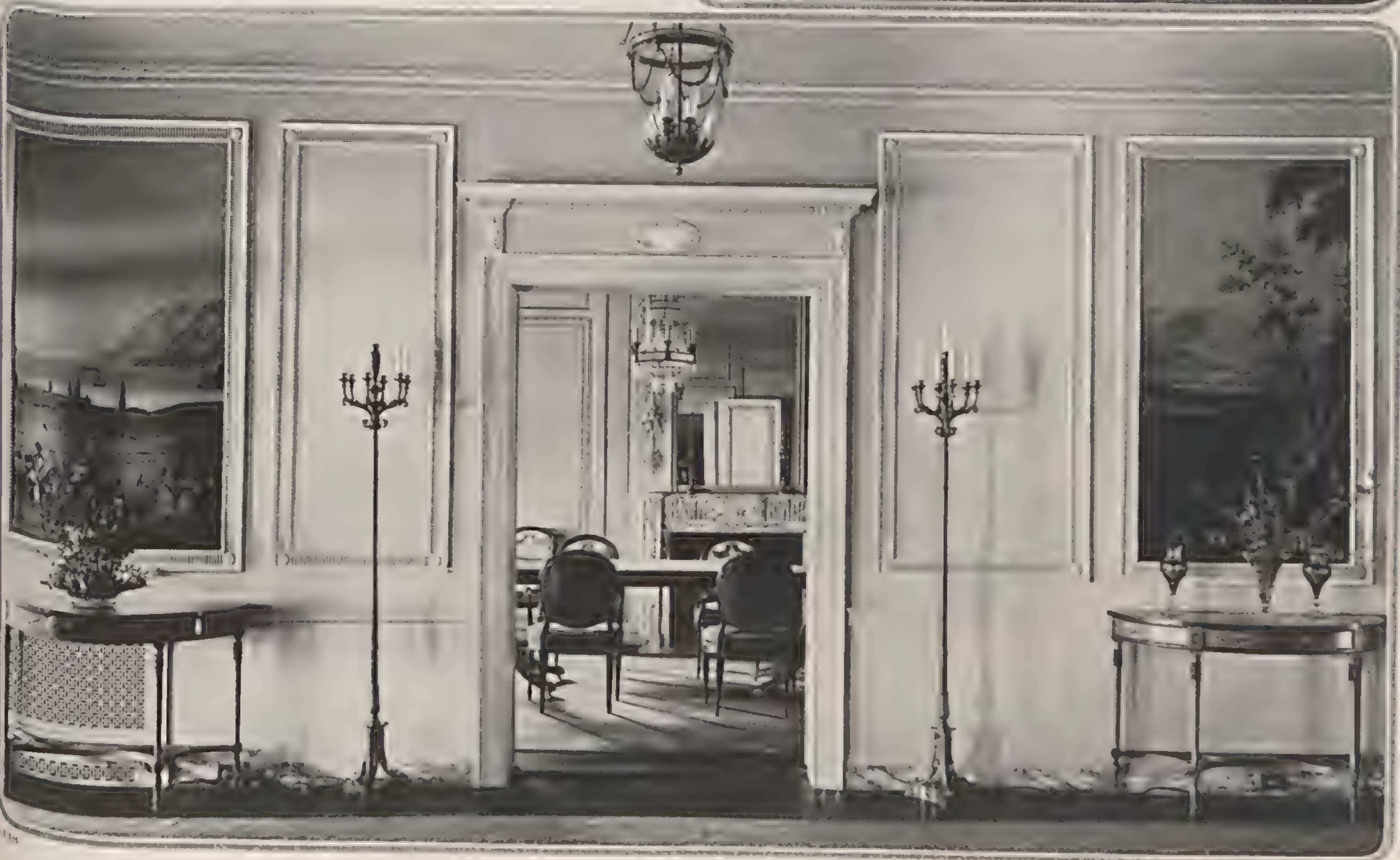


The interesting point in this dining-room of Mr. Howard Maxwell is the accord of every object in scale, color, and period. The Adam period was selected and the colors, gray, white, and black

Louis XVI paneling forms an admirable background for eighteenth-century Italian chairs in this dining-room from the residence of Mr. William Van A. Hester at Glen Cove, Long Island



Inset in the light gray paneling of the hall in Mr. Hester's residence are four remarkably brilliant panels of old French painted wall-paper. The Empire note of the torches is the key-note



TO CREATE A UNIQUE HALL, TO BUILD A SETTING FOR A COSTLY TAPESTRY, OR TO DRAW A VEIL OVER SOME WINDOW'S UNPLEASANT OUTLOOK, THESE ARE EVERY-DAY EVENTS IN THE LIFE OF A DECORATOR

DECORATION BY GRACE WOOD



(Left) Like many another apartment in New York, this apartment had in its dining-room a window of wholly unlovely outlook. This drawback has been overcome by making the window itself a thing of beauty and veiling the outlook by glass curtains which do not shut out the light



The decorative feature of this dining-room is a handsome Renaissance tapestry of a prevailing blue-green tone, and to this tapestry the room is played up. The walls are a soft green-blue, the rug is beige with a blue-green border, and the furniture is in Italian walnut. The ornate mirror and the chandelier and side lights in iron and crystal are wholly in accord



(Right) No decorator at the present moment remains insensible to the claims of the Directoire. It is present in the console and seat of this black and white hall, and its influence is perceptible throughout, though it merges to a definitely Italian note in the antique painted curtain at the end

BIRDS AND THEIR CAGES WORK AT INTERIOR DECORATION

Even Birds, These Days, Take an Interest in Interior Decoration, and for Them Vogue Suggests Cages in Gay Colored Lacquer, Tasseled and Bead-Hung, Such as May Serve for the Focal Note in a Room



This golden dwelling of lacquer inhabited by a bird who has made interior decoration a hobby, has a framework of black lacquer; and red lacquer makes brilliant the door and windows, supporting rings and fringe



seem content in captivity; but, they have never known the joy of freedom.

Of late, the decorative craze which has swept like a strong tornado through our dwellings, upsetting all traditions and leaving what often resembles lurid ruin in its wake, has attacked the inoffensive bird-cage. Birds are no longer simply placed in ordinary cages; they have especially designed cages; and the whole effect is planned to give a certain spot of color in a room, to help decorate a room.

OH, FOR THE HOME OF A BIRD

The cage sketched in the upper middle on this page is made of golden lacquer, with a decorative framework of black lacquer. The door and windows, the supporting rings, and the fringe, which is

weighted with black balls, are of brilliant red lacquer.

Of brilliant blue lacquer is the cage sketched in the lower middle at the left on this page. Black bead chains, tassels, and black framework subdue the brilliancy of this small prison, where a small yellow and black feathered creature chatters all day long, oblivious of all but his own conversation.

Vivid yellow lacquer with heavy black lacquered framework and swinging jet balls, forms the cage sketched in the lower middle on this page. The small shutters on each side of the door swing loose in a picturesque fashion, each one adorned with a swinging ball and chain of jet. This cage is intended for a recessed window or an enclosed veranda and boasts a supporting table of its own.



The decorative craze, tornado-like, has blown upon the bird cages, which explains this lantern-shaped affair, with gold about its base, and blackbirds for its inhabitants

Birds no longer dwell in cages of wire. For them are such affairs as this of gilt metal and green lacquer specially designed to give just the required spot of color in a room

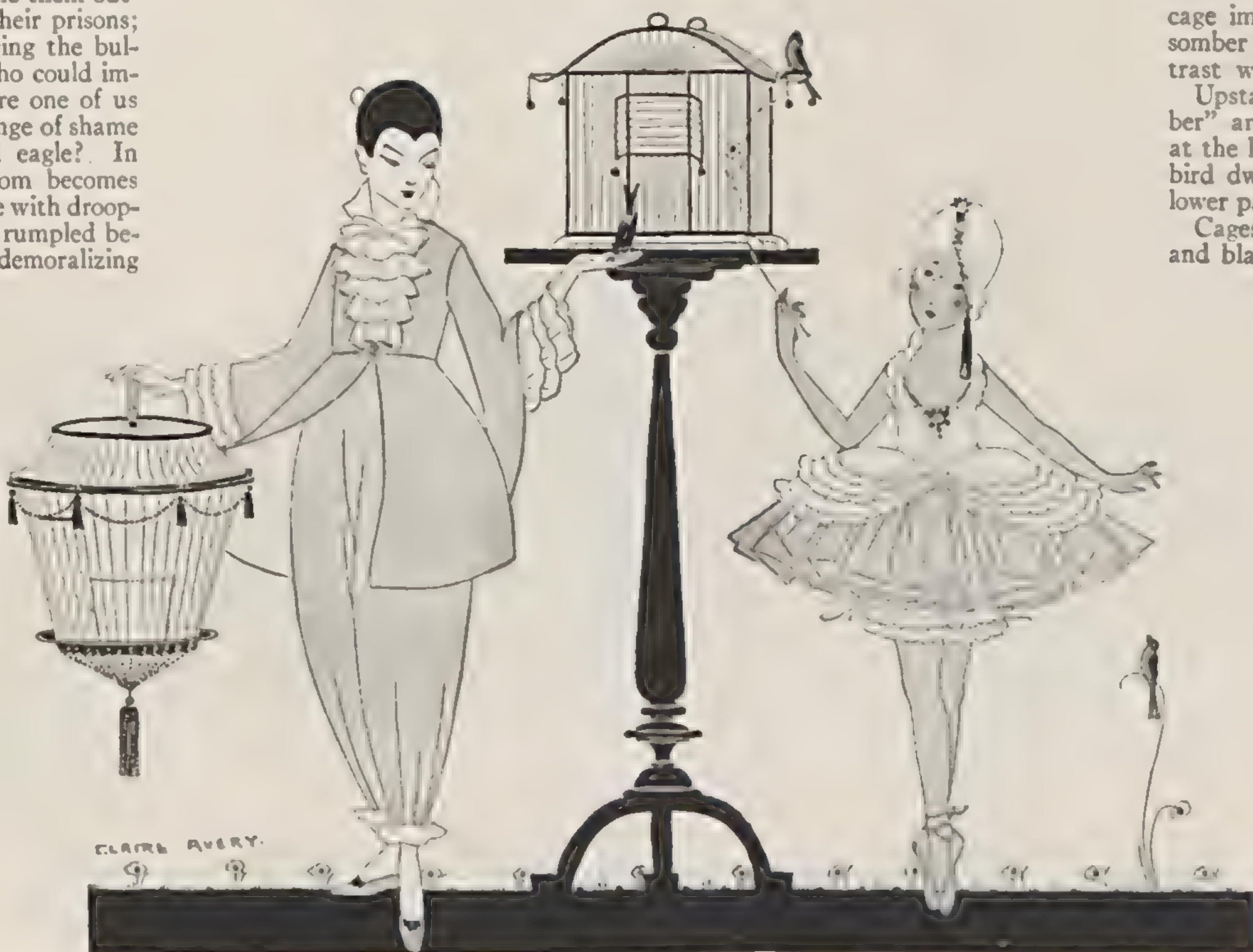
WE have so long associated certain birds with cages that it is more than difficult to imagine them outside of the wire confines of their prisons; but who would dream of caging the bulbul or the nightingale, and who could imprison the lark? And is there one of us but experiences a decided twinge of shame at the spectacle of a caged eagle? In captivity, that bird of freedom becomes a shame-faced untidy creature with drooping wings and shows in each rumpled bedraggled feather the very demoralizing effects of its enforced imprisonment.

Some birds, so to speak, are born to cages as the sparks fly upward—for instance, the small green *peruche*, which is carried in a cage about the streets of Paris, and which, on the payment of a few centimes, chooses with its beak small slips of cardboard on which are written your very good or very bad fortune, as the case may be. Somehow, all the talking birds seem to belong in cages, and return to them with evident delight after brief excursions about the house or garden. Canaries, fragile little feathered creatures, also

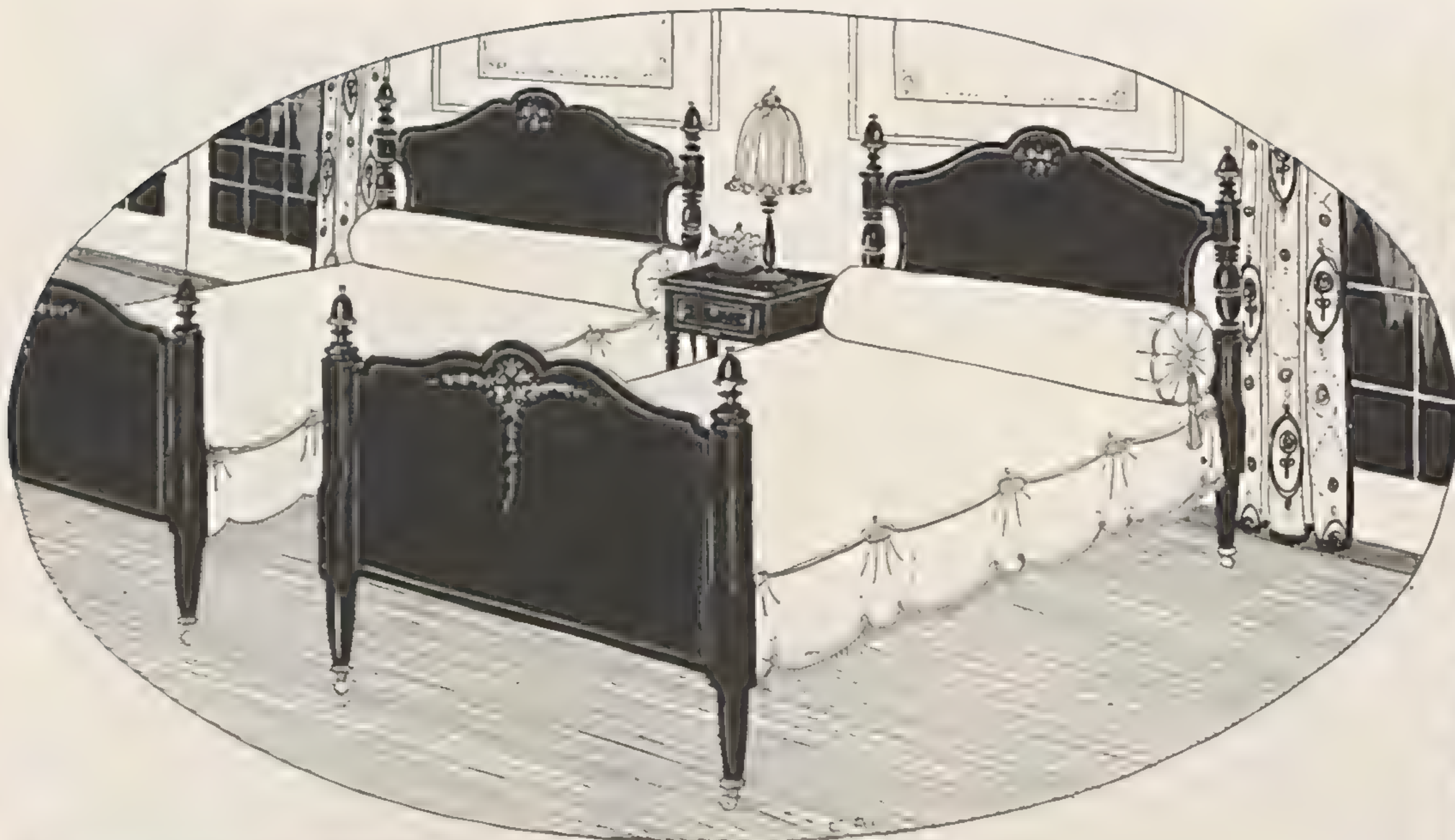
That lantern-like cage sketched at the right on this page is of bright red lacquer, with touches of gold about the base. This cage imprisons several blackbirds, whose somber plumage makes an effective contrast with their brilliant cage.

Upstairs, downstairs, and "lady's chamber" are combined in the cage sketched at the left on this page. The top of this bird dwelling is of gilded metal and the lower part is of green lacquer.

Cages of bright green, red, gold, blue, and black lacquer appear in innumerable new shapes; these cages are sometimes adorned with wee verandas, which are decorated with tiny porcelain vases filled with porcelain flowers. The old wire cage has retired definitely in favor of the modern bird-house of lacquer, glass, and porcelain, with swinging ropes and tassels of many-colored crystal beads or beads of gold.



Some birds are born to cages as sparks fly upward, and true bird aristocrats are now born to cages such as these. The black lacquer standard holds a cage of vivid yellow and black lacquer and jet; the other cage is in brilliant blue lacquer and black beads



This black enamel bedroom suite is decorated in color and is made especially for cottages. The price is made for cottages too; that's the nice part about it. It may be had in ivory enamel or in other shades, and the whole set consists of nine pieces of furniture



This is the little bedside table shown between the beds in the sketch at the top of the page. It's just the right size to hold a bedside lamp and a book or two. The cretonne behind it is colored blue and mulberry and harmonizes with the bed decorations



This is the sort of furniture that should always live in a cottage breakfast-room. The table and chairs are old-ivory and blue, and the mirror is green enamel, decorated a bit with blue and yellow. A flower dish like this is very attractive in black and white wicker

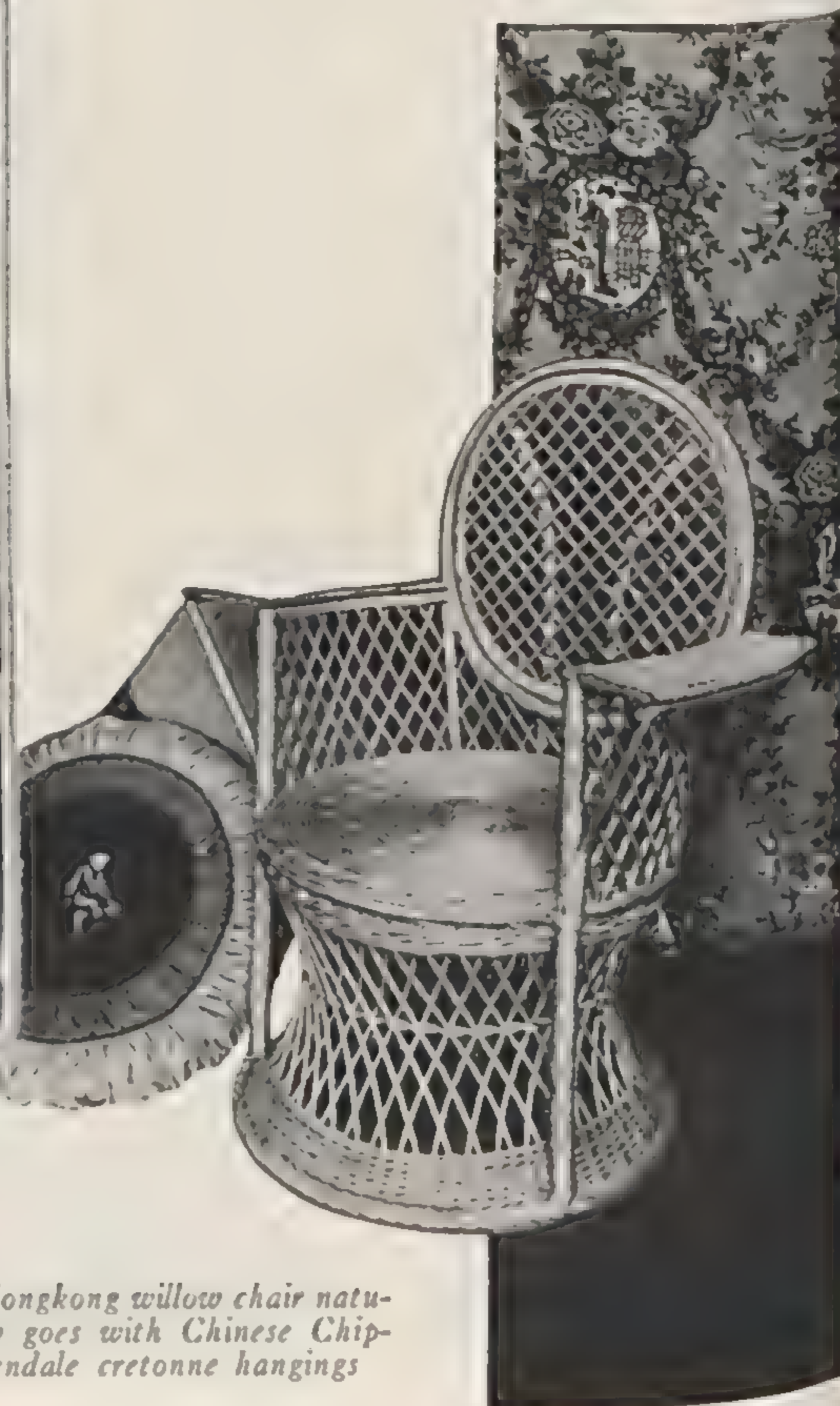
FROM PAINE FURNITURE COMPANY



The walls of this spacious bedroom are paneled in a soft gray, which is charming with the French blue hangings and rose taffeta curtains. The black lacquered furniture is upholstered in French blue and black

FURNITURE HAS LIGHTER MOODS, AND THOSE ARE MEANT ESPECIALLY FOR INFORMAL COTTAGES OR FOR THE DAINTINESS OF BEDROOMS

A Hongkong willow chair naturally goes with Chinese Chipendale cretonne hangings





H. N. King

When Mrs. Robinson of Mayfair, London, designed a home in Hyde Park Gardens for Mrs. Keiller, she gave particular thought to making the piano harmonize with the room. This she did by painting it blue to match the woodwork in the room, and by stretching around the case a canvas vividly painted with figures on a gold ground to harmonize with gold lines on the woodwork.

(Below) A home in which the piano is kept in its place and in spirit with the rest of the drawing-room is the home of Mrs. Burke Roche. Forming a background for the piano are Louis XV panels, and over it is thrown a tapestry. A Chinese vase, flower filled, and a framed Louis XV fan are placed on the piano for the sake of their charming line and color.

THE PIANO MAY EITHER BE A WHITE

ELEPHANT, OR IT MAY BE JUST THE

RIGHT THING IN THE VERY BEST PLACE

(Below) The Chinese jade and coral trees make Miss Elsie de Witte's piano a thing of interest and beauty. Against the oyster gray of the walls and the dull tones of the piano, these brilliant little trees are just the desired note. The hangings of the room are rose and green, repeating in softer tones the colors of the coral and jade of the three extraordinary trees.



Two photographs by M. E. Hewitt

THE RED CROSS WILL BE SO MUCH THE WEALTHIER NOW THAT THE TUXEDO HORSE SHOW HAS BEEN GIVEN FOR ITS BENEFIT



© International Film Service

Mrs. Henry Luden, daughter of Mrs. Theodore Frelinghuysen, attended the Tuxedo Horse Show



© American Press Association

Mrs. David Wagstaff and Miss Carol A. Harriman are both members of the Tuxedo colony



© Underwood and Underwood

Mr. Le Grand Cannon and Miss Sarah Price Collier, whose mission was to sell programs



© American Press Association

Mr. John Wanamaker, junior, the son of Mr. Rodman Wanamaker, and his cousin, Mr. Rodman Wanamaker, 2nd, and their Red Cross dog



© Underwood and Underwood

One of the events that made the Tuxedo Horse Show was the group consisting of Miss Ethel Carhart, Mrs. Rodman Wanamaker, Miss Dorothy Sturges, and Mrs. Preston Davie

(Below) On June 8th and 9th, the annual Tuxedo Horse Show was given for the benefit of the Red Cross. The contributions and proceeds from the boxes, made it a splendid financial success



© American Press Association

The two sons of Mrs. David Wagstaff, David junior, and Hunt, are starting, it would seem, in the way in which all good horsemen should go



© American Press Association

SMART FASHIONS *for* LIMITED INCOMES

AUGUST is a difficult month for the woman of limited income—one of those between months when so often her summer things look wilted; then it is that she must call her ingenuity to her aid, for it is at this time that it becomes evident that the smart woman is just as well gowned as she was at the beginning of the season.

Fortunately, the most essential frock for this time of the year is the street frock of silk or, even better, light-weight cloth, which adapts itself to both the hot and cool days and which may be worn well into the autumn with furs.

With the remains of the last autumn and early spring wardrobe on hand, there is no reason why a frock should not be remade in quite the newest way with never a hint of its former existence. There is in almost every wardrobe some frock or suit of serge, gabardine, tricotine, or some similar fabric which is still in excellent condition. In remodeling it, it would be wise to choose a style similar to either of the two dresses illustrated at the lower middle and right on this page. These frocks have separate underblouses, which make them good models to copy.

THE MYSTIC RITES OF REMODELING

The overblouse on the frock which is illustrated at the bottom in the middle on this page, is braid bound, and black lacquered braid is suggested for this purpose. Great care should be taken with the underblouse, for upon its attractiveness will depend to a great extent the attractiveness of the frock. It should be of colored organdy, handkerchief linen, or some fine white fabric, with the collar and cuffs of a heavier material. For instance, a striped or dotted handkerchief linen with, perhaps, the popular fluting or frills and a heavier linen collar and cuffs would be appropriate. The skirt may be given a fresh appearance by a lacquered braid trimming to simulate a novel cutting, for this is often a clever device in making over a simple skirt. Pockets are also cut in and accentuated by the braid. The neck-line, close to the throat, is very new and particularly suited to the style of this dress, but if it is considered too trying, a square neck and a square collar may be successfully substituted. Copenhagen blue has been a favored color this summer for underblouses and neckwear—but one may choose yellow, a deep raspberry, or a Wedgewood green with equal success.

The dress, illustrated at the lower right on this page, is a very happy solution for the making over of a suit; one may cut away part of the front of the coat, slash the bottom of the coat into points, cut off the sleeves, and, if they are wide, line them as well as the front with a gay silk, or, if the sleeves are narrow, add a soft wide cuff. The blouse may be made either hanging loose below the belt or, better still, it may be in one piece with the skirt and of a lighter-weight fabric, such as satin or Georgette crêpe.

If the original suit was of blue serge or gabardine, a dark blue crêpe de Chine or Georgette crêpe would be good for a blouse if one did not wish a combination

Some Suits and Dresses Have Their Pasts;
but, in their Present Changed Conditions,
There Are No Signs to Tell of Other Days



Youth, slenderness, and this corset make the most companionable of trios imaginable



Soap and water and this corset may meet often and still manage to like each other

of color. It might have sheer collars and cuffs of old-blue organdy or handkerchief linen, if one chose. The coat could be faced either with a fancy-striped silk, or with black satin, braid-trimmed, for braid will be much to the fore this fall. The high collar is very smart, but if, in making over the suit, it will not permit of such an alteration, a soft, wide, low collar would be almost equally effective. The blouse joins the skirt just before the waist and is put on with a simple line of machine stitching. If one has sufficient material, a soft belt of the material of which the blouse is made is the best choice, but failing this, a braid-trimmed belt of the suiting material is another very satisfactory solution.

THE REJUVENATION OF FUR

The satin street frock for autumn, illustrated at the lower left on this page, has just a touch of fur on the quaint sleeves. It is quite a puzzle to find a good way to use the yard or two of fur banding so often left from a frock or suit that has had its day. The trimming of these sleeves is a method that is far from obvious; beaver, seal, skunk, rat, or chinchilla squirrel are several furs that one might use. The simple bodice would be best with one of the new shoulder-to-shoulder necks, banded with the trimming used to decorate the sash; then, too, one might add a neckpiece, such as is illustrated in the sketch, for cooler days. The sash of satin or of a soft fabric, such as velours or duvetyn, would be attractive with a bit of dull metal stitching over a contrasting color which might be repeated on the cuffs as well as at the neck. Soft satin or cloth in almost any of the new colors could be used to advantage for this dress. If one used dark blue or jade green satin or cloth, lemon yellow or scarlet might be used for a girdle.

The variety of corsets in the wardrobe of the well-dressed woman is as numerous as her shoes, for she has learned to select her corsets for her various pursuits and to change them as frequently as her shoes. For negligée use, for athletic pursuits, and for bathing, many women prefer an elastic girdle such as is illustrated in the two models at the top of this page. It gives the necessary freedom of movement without sacrificing the pretty lines of the figure, and it is cool and comfortable to wear.

WHICH CORSET SHALL I WEAR?

The corset illustrated at the left on this page has an inch-wide waist-band, above which is a three-inch strip,—so that in ordering the length one wishes, one must take this into consideration. This model has no laces, but, being partially elastic, is held firmly in place by hooks. Pliable bones give the necessary support in the back. The corset illustrated at the right on this page has two bones on either side and laces in the back. These corsets launder excellently, which makes them ideal for the warm weather. They may be had from seven to sixteen inches in length. Either one of these elastic corsets may be had for \$8.



Odd pieces of importunate fur find a safe and happy refuge on this street frock of satin



The leopard, with his non-reverent spots, must envy woman's made-over frocks



If one is truly bold with the scissors, a resigned suit may be transformed into this

ALL THROUGH THE MAGIC MYSTIC MAZES OF INTERIOR DECORATION ARE

SENTINELED LUMINOUS LAMPS, VERSATILE VASES, AND CHEERY CHAIRS



These bright yellow medallions, gay with flying birds and blooming flowers in many variegated colors, lighten the somberness of this black candle-shade; 4 inches wide, \$4 each; \$7 a pair



This discriminating cypress glass vase, done in green water color, and these butterfly-like flowers each help the other to be even more attractive than is their accustomed wont; vase, 12 inches high, \$7.50



(Left) Colors in Venetian design decorate this lacquered mirror, 28 inches high. The candle-holder of brass is responsible for its own candle and that candle's pale and ghostly reflection; \$24.50

White pottery lamp on teakwood stand, \$18; parchment shade, \$15. Ten-inch lustre bowl in violet and canary, \$20. Book cover of brown calf decorated in blue and red and tooled in gold, \$15



(Left) At top of mirror in a lacquered frame is an oil painting, \$95. The Italian walnut table in antique finish, \$80. Of black Capri pottery is the flower vase, \$5. An embroidered chasuble makes the table cover, \$75. Blue green is the bowl of Capri pottery, \$3. On the teakwood stand are jars of yellow glazed porcelain, \$50 each

A green painted chair is decorated in rose and gold, \$50. The French print is in a green and gold frame, \$35. Decorations of gold and clusters of rose flowers make gay the sewing-table of painted wood, \$24. A sand colored scrap-basket, with a green band and rose, lavender, and blue flowers, is of tin so that it may be washed, \$18

TO MAKE A HOME ATTRACTIVE IS ALMOST AN INSTINCT—AN INSTINCT
AIDED BY THE TEMPTING THINGS THAT BECKON FROM THE SHOP WINDOWS



Though it is proved that we could live without books better than without cooks, it is nice to live with books and to have for them a resting place like this book-stand, which may be painted in any color, but now is green with flowers in natural colors, 35 inches high, 22 inches wide, \$25

(Right) Of red pigskin is this well-decorated chest, which abides on its own gorgeous lacquer stand of red and gold; chest, \$50; stand, \$25. Above it is hung a carved wood mirror in Chinese design, where live again the mighty mythological figures of China; 36 inches high, 19 wide, \$55



Art is contrast, perhaps that is why delicate flowers should bloom in this hand-wrought wall-pocket; 22 inches high, 9 inches at the bottom, not including the scroll work. \$18



This candle-shade of paper parchment is decorated in different colors. Black and yellow make a Persian border around the top and bottom of the shade; 4 inches in diameter \$3 each, \$7 a pair



This Italian chair is in antique finished walnut, \$45. The lamp of wrought iron has touches of green and orange, \$45; the parchment shade, \$18. Of walnut is the coffee-table, and the legs are outlined in gold; height of table, 23 inches, \$22.50. Flowers and leaves in bright colors decorate the Wedgwood coffee set, \$13.50

(Right) These brass andirons, hand-forged, are the disciplinarians of the unruly burning logs; 24 inches high, \$65 a pair. Above the fire-place is an oil painting which is the work of a talented young Hungarian, and which depicts brightly colored birds and flowers. The antique frame has an inlay of gold; 42 x 33; \$150



THE YOUNGER GENERATION



MODELS FROM BEST

(Left) With hands behind her back, Miss four-to-six looks down admiringly at her frock of yellow gingham, hand-smocked and stitched in black and white thread. She especially likes her collar and cuffs of white piqué (all smart people like piqué this season); these are embroidered in yellow and black thread in dots



(Right) After a hard morning's play out-of-doors, it is most pleasant to come home to lunch and to a dress like this one of green gingham, hand-stitched and hand-smocked in white thread. Wherever the stitching appears, it is closely followed by admiring black dots, which are embroidered. This frock may be had in four, five, or six year sizes



When you are from ten to sixteen and are contemplating growing up, you turn to sailor-suits. The blue collar and cuffs of this one of white flannel are trimmed with braid; the tie is of silk. This sailor-suit may also be had in Copenhagen blue



A jumper frock is almost like a separate waist and skirt, which is the envy of the young feminine world, therefore it has an attraction for a little girl from four to ten years old. The detachable waist of white voile has collar and cuffs edged with lace



Even at the age of five or six, one takes an interest in clothes, and one looks with favor upon this frock, which may be had in blue or pink checked gingham, and which has a detachable guimpe of hemstitched linen that dares to go to the wash alone



All the way from six to sixteen, the young woman who wants to be ready to do her very best bit may find her equipment in this camp suit of khaki galatea, which consists of a skirt, bloomers, and a jacket. The buttons are of a serviceable brown bone

S E E N i n t h e S H O P S

IT is inevitable that the mountain and camping clothes of 1917 have a military air,—for if one can not drive an ambulance, or do one's bit in so emphatic a fashion, there is no reason why one can not at least be in the spirit of the thing so far as one's clothes are concerned. And military clothes are the most sensible things one could wear on a camping trip, for they are designed for convenience, comfort, and hard wear.

The very first requisite is a khaki suit,—and that khaki suit, in order to escape a too decided air of cheapness, must be exceptionally well cut and tailored. The model sketched at the upper left on this page is both those things, and, at the same time, it is far from expensive. It has the regulation pockets, which are emphasized with a line of stitching and fastened with brown bone buttons, and a belt which may be adjusted to a trim waistline. The skirt is a straight gored model. Khaki bloomers to wear under it may be purchased for \$4. The little khaki collapsible hat sketched with this suit is an excellent hat to pack where space is at a premium,—as it always is on camping trips.

A MILITARY COAT

To wear over this suit, one may choose the military coat sketched at the upper right on this page. It, also, is made of khaki, and it is an unusually good model. There are quantities of khaki clothes being shown this summer, but only now and again does

Note.—Addresses of the shops will be furnished on request, or The Shopping Service of Vogue will buy for you without extra charge. Address Vogue Shopping Service, 19 West 44th Street, New York City

one find inexpensive models that will pass muster with the well-dressed woman. This coat has both excellence of design and good workmanship to recommend it. Stitching defines its pockets, revers, and edge, and bone buttons fasten it. With it is worn the forage cap, which has been found to be one of the most becoming articles that the vogue for things military has given us. It is also of khaki, and it is collapsible.

TRIM AND SERVICEABLE
SUÈDE

For the smart house party in the mountains, where tramping and hunting are in the daily order of events, one wishes for a suit of something a little better than khaki. There can be no better choice than the suède suit, which is sketched in the middle at the top of this page. The suit consists of short skirt, jacket, waist, and breeches, all of soft gray suède, which is warm, yet light in weight. Gray knitted and purled wool forms the collar and cuffs of the coat, and the buttons are gray bone. The belt suggested to accompany this coat is a smart one of black calfskin, which is priced \$1.50. The stitched gray suède hat worn with the suit has the convenient down-turned brim. The suit may also be had in tan suède.

Spiral service leggings, like those in the same sketch, are convenient articles for mountain use. Though they give an excellent equal support from knee to ankle, they are not in the least stiff, but give (Continued on page 94)



A well-cut khaki suit is the first requisite of camping, a khaki hat, the second; suit, \$10; hat, \$5



It's all of gray suède,—hat, \$8; breeches, \$25; skirt, \$25; shirt, \$15. Leggings of woolen material; \$3



The khaki forage cap is the most becoming of military things; \$3. Serviceable khaki coat, \$8.75



The trusty "slicker" and the sturdy "sou'wester" are in becoming shades; coat, \$6.50, closed; \$9, open; hat, \$1.50



A black-satin-bound blue serge frock is an excellent basis for the autumn wardrobe; frock, \$35; hat, \$15



Blue serge, bound with black braid and collared with white satin, forms an autumn frock; \$24.50; hat, \$16

VOGUE PATTERN SERVICE

The Separate Blouse is an Important Summer Consideration, Suited Now to Formal Wear, Now to Sports or Gardening



Blouse No. P3904. A high-necked blouse is softened by a front frill of net edged with filet lace



Blouse No. P3811. The collar is convertible and may be worn flat or in draped fashion



(Right) Blouse No. P3835. A workman-like overblouse may be of violet linen with worsted embroidery and smocking in some color



Blouse No. P3865. Frills are becoming, and this one is unusual; this blouse has a very pretty sleeve



Blouse No. P3834. Men's silk shirting is suggested for this blouse with tucked vest

THE patterns on this page are in sizes 34 to 40 inches bust measure, 24 to 30 inches waist measure, and 35 to 41 inches hip measure, unless otherwise specified.

Vogue patterns are 50 cents for each waist, suit coat, skirt, child's, smock, or lingerie pattern; \$1 for complete costumes, one-piece dresses, separate coats, and long negligees. An illustration and material requirements are given with each pattern. When ordering Vogue patterns by mail, order from

VOGUE PATTERN SERVICE, 19 WEST 44TH STREET, NEW YORK CITY

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PHILADELPHIA: Empire Building (Room 304), 13th and Walnut Streets

BALTIMORE: The Flower House Studio, Charles and Hamilton Streets

PROVIDENCE: The Gladding Dry Goods Co.

BOSTON: 149 Tremont Street (Room 605)

BUFFALO, N. Y.: Flint & Kent

PITTSBURGH: Joseph Horne & Co., 5th and Penn Avenues

CLEVELAND: Halle Brothers, Euclid Avenue

CHICAGO: Stevens Building (Room 932) 20 N. Wabash Avenue

ATLANTA: The Smart Shop, Connally Building (Room 203)

LOS ANGELES, CAL.: Bullock's

SAN FRANCISCO: 233 Grant Avenue, Joseph Building

SEATTLE: The Griffin Specialty Shop, 1602 Second Avenue

MONTREAL, CANADA: The Children's Shop, 43 McGill College Avenue

LONDON, E. C., ENGLAND: Rolls House, Brems Building



Blouse No. P3837. Straight lines give this belted overblouse its air of chic; such a blouse may be of linen or sports silk



Blouse No. P3836. A new overblouse of linen is embroidered in Bulgarian colors and buttoned with buttons of brass

the soup of the epicure



Women jealous of their playtime

No doubt you belong to their company. Every self-respecting woman does. She refuses to be tyrannized by unnecessary and fussy details. She knows the short cuts and she takes them.

The type of women who buy Franco-American Soups attest their excellence. These soups are used in homes where the standard is highest—where capable women demand the best food at the best price and at the least expense of effort.

Surely, then, you will not overlook the exclusive French quality, the welcome convenience (all-ready-to-serve), and the *intelligent economy* of Franco-American Soups. Ordered by the case for your summer home, these delicious soups will prove delightfully apropos every day.

If, for example, the call is for a bracing, piping-hot (or refreshingly cool) cup of consommé, the home kitchen, no matter how elaborate, could not duplicate the limpid purity, the strong yet delicate, pervasive meat flavor, the benign stimulation of the Franco-American Consommé—*chef d'oeuvre* of French culinary art.

Twenty cents the can—Double size, thirty-five cents

Merely heat before serving

At the better stores



Franco-American Soups

Tomato
Chicken
Clam Chowder
Chicken Consommé
Beef
Bouillon

Green Turtle Thick (60c)

Mock Turtle
Chicken Gumbo
Consommé
Pea
Julienne
Clam Broth

Clear Green Turtle (70c)

Vegetable Thick
Ox Tail Thick
Clear Vegetable
Clear Ox Tail
Mulligatawny
Mutton Broth

Franco-American Broths for Invalids and Children

Strong, pure meat juices, make these broths tonic, bracing, splendidly stimulating to the weakened digestive system. In addition they are excellent carriers of other foods, rendering them palatable and acceptable to the halting appetite. Fine for children, well or sick. Beef, Chicken, Mutton. 15 cents the can. At your grocer's.

HEALTH IN PURE SOUP



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Stein & Blaine

FUR GARMENTS

*Simple, graceful and
charming lines*

EXCLUSIVE DESIGNS
NOT SHOWN ELSEWHERE

Remodelling to the new vogue
during the Summer months at
moderate prices and stored free

Stein & Blaine

Furriers and Ladies' Tailors

8-10 West 36th St.,

New York



Johnston-Hewitt Studio

Mme. Alda's boudoir is a charming gray and pink place, so cleverly arranged that everything is in the most convenient place possible. The glass top of the lace-trimmed dressing-table provides room for every accessory,—even to the horseshoe for luck

ON HER DRESSING-TABLE

WHILE the very entrance of a house reflects the taste of the woman who presides over it, there is one room that absolutely expresses her real individuality, her very soul,—and that room is her boudoir. Here she girds on her armor to face the world, or here she retires to philosophize and rest. The French word "boudoir" originates in *bouder* which means to sulk,—but that is a gross libel, for the modern woman has far too many interests to indulge in such a profitless pastime. The modern boudoir is, in fact, a sort of mental workshop. It is therefore important that much thought be given to its planning, for it must combine repose with conveniences of every kind, so that each act, whether it be the tasks of dressing, of planning social or philanthropic campaigns, or that most important duty of resting between engagements, can be accomplished in the most expeditious and the most comfortable way possible.

DECORATION IN THE DRESSING-ROOM

The walls, to begin with, should be of some plain quiet tone that soothes the eyes and nerves, yet is a becoming background. The dressing-table should be placed so that the lighting may be equal on both sides of the head in the daytime, and it must be equipped with carefully considered lighting devices for night. This latter is easily accomplished, with all the host of modern appliances. It should be possible to heat the room well, preferably with an open fire, and it should be equally possible to keep it cool in the warm weather, for extremes of heat or cold are disastrous to beauty,—no poet ever wrote an ode to damp locks or a blue nose!

The successful actress, who must obtain the best results at the shortest possible notice, has made a science of arranging her boudoir, so that no unnecessary steps need be taken; everything is at hand, and each detail has its own place. A charming French boudoir is that of Madame

Alda, which is illustrated at the top of the page. It has pale gray paneled walls, pink and white silk coverings to its furniture, and a delightful lace-trimmed dressing-table. A charming day-bed, covered with pink striped silk and cozily tucked in an alcove, is another detail of this boudoir, which, though possessing every necessary detail, yet gives that restful sense of space. On the glass top of the dressing-table there is ample room for all the necessary details for dressing.

NAMESAKES OF FRENCH BEAUTIES

While on the subject of the accessories of the dressing-table, mention must be made of a series of delicious toilet articles named after a famous French beauty. The perfume is particularly delicious; it is somehow reminiscent of the past, though its subtle and alluring charm is very much of the present. This new perfume may be bought in small bottles for \$3, or in larger ones for \$5. The face powder scented with the same odor costs \$1.50; and a talcum, at 75 cents, and particularly fragrant bath salts, at \$2.50 a bottle, complete the series, which is made in Paris and has true French daintiness.

Another preparation named after a French court beauty of the past is a gentle astringent; its special province is the smoothing away of wrinkles, incipient or developed, and it is said to be particularly efficient in preventing their appearance at the outset. It is said to whiten the cuticle and to clear and strengthen the skin of the face, neck, arms, and hands. This preparation is made from a formula secured from the family of a distinguished French chemist; it is deliciously soothing, and it may be bought for \$1.50 a bottle.

Note.—Readers of Vogue inquiring for names of shops where dressing-table articles are purchasable should enclose a stamped and addressed envelope for reply, and state page and date of issue of Vogue where the articles are shown.



That Subtle Something

If there is anything in the world which possesses that oriental, elusive, mysterious, evanescent, impalpable will o' the wisp quality known as *That Subtle Something*, it is A Necklace of Tecla Pearls!

In fact there is only one other thing in the world which has that particular and peculiar quality, and that is A Necklace of Oriental Pearls!

Tecla Pearl Necklaces, with diamond clasp
\$75 to \$350

T E C L A

398 Fifth Avenue

New York

10 Rue de la Paix, Paris

FOR THE HOSTESS



Nor Knave nor Knight
nor Prince

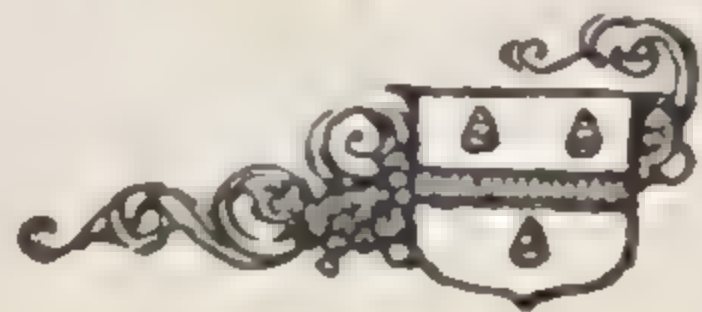
not c'en ye King nor Queen
hath put aside plate at board
when Fare were Served with

LEA & PERRINS
SAUCE

The Original Worcestershire
the Recipe of a Nobleman In the County



FOR WILD FOWL
ROAST MEATS, CHOPS,
CUTLETS, GAME and CUR-
RIES, like SOUPS and SAL-
ADS take on New Pi-
quancy of Flavour where-
soever Ye Goode Cooke
Maketh MERRIE with
this right ROYAL Relish.



THERE are so many ways of doing one's little bit; we are all buying Liberty Bonds with every penny we can spare, our men are gallantly donning khaki, and our women are diligently studying first aid. The women are also doing an extremely important bit in endeavoring to grasp intelligently the problem of food conservation, and to help solve it by economy in their kitchens. The report of the Secretary of Agriculture, this summer, made the amazing statement that the country would be on short food rations within a few months and famine menaced the rest of the world. It required facts like these to arouse half the country from the apathy into which it had sunk. The United States is, therefore, preparing not only to practice economy in food itself, but to help feed the rest of the world. In this most important condition of war, it is essential that the women concentrate their energies on giving their country the most intelligent aid possible. The nation's food waste is placed at the figure of \$700,000,000 by no less an expert than Secretary Houston, and following this comes the statement that over 85 per cent. of this waste may be prevented by the women of the country.

The hotels and restaurants took the initiative and set the ball rolling, and quick to follow suit and alter appreciably their extravagant modes of living were the society women of all cities. New York was first, with the "First Fifty," which consisted of society women who pledged themselves to two-course luncheons and three-course dinners.

PATRIOTIC SIMPLICITY

It is interesting to note the simplicity of the menus agreed upon by the managers of hotels and restaurants, for the conservation of food. In Washington, Philadelphia, Boston, New York, Chicago, and San Francisco, French has been eliminated from the menu as an affectation, and the dishes are set forth in good plain English. Rich sauces, and imported or hothouse products are conspicuous by their absence, and the general trend toward simplicity is welcomed by many a man who secretly prefers roast mutton, rare, to hothouse lamb, or ham and spinach to any *gigot de pré salé*, *Montmorency*. The hostesses of Washington, in diplomatic and official circles, have tacitly followed the lead of the First Lady of the Land, and their dinners are simplicity itself.

Some women in New York began long ago to observe two meatless days in each week. Others, two or three times a week, substitute for white bread whole wheat bread, war bread, or corn bread,—and it is corn bread which we are urged particularly to eat, in order that the wheat may be conserved. Surely no hardship is this, with all the delicious modes of preparing corn meal. Other hostesses serve no butter at dinner,—but that is hardly a concession, for butter is never served at dinner if one observes strictly the formal rule. With our great variety of delicious fish and shellfish, two or even three meatless days a week need not be a hardship; even in the middle west, it is possible to secure fresh water fish and crawfish. When these may not be had, one of the many meat substitutes, such as macaroni and cheese, risotto with cheese, or some such nourishing dish, may be served and found thoroughly satisfying.

When it comes to economy and the minimum of waste in the kitchen, every woman must be a law unto herself. Even the saving of the humble bread crusts, and the outside leaves of lettuce and cabbage, even the putting of meat trimmings and vegetable peelings into the stock-pot may save good American dollars and turn them into Liberty Bonds.

The *maitres d'hôtel* who have served their apprenticeship in France or Italy

are being besieged with requests for recipes of those countries, noted for economical rations. With the warning that green vegetables must be used in season, in order that meat may be saved, come demands for new modes of preparing them. Utilizing left-overs becomes a part of the domestic curriculum of the smart housewife of to-day. The *cuisine bourgeoise* has at last come into its own, and the Colonial and southern cuisines of the United States will be more popular than ever with real patriots.

Many menus have been prepared especially by Nestor Lattard, a well-known chef, who has given much time and thought to working out the problem with which the world of to-day is beset. Here are some of the wartime dinners that are the result of his careful planning:

Iced Melon
Leg of Mutton, Boiled or Roasted, with
Caper Sauce
Beet Greens Boiled Carrots
Apple Dumplings
Coffee

Potage Voisin
Broiled Spring Turkey, Cranberry Jelly
Corn Fritters
String-beans in Butter
Asparagus or Salad
Peach Crown
Coffee

Hors d'œuvres
Sea Bass with Eggplant, White Wine Sauce
Rack of Lamb, Casserole with Vegetables
Heart of Palm Salad,
Alligator Pear Dressing
Mousse Julia
Cakes
Coffee

Some of the luncheon menus that have been evolved are equally as tempting and as economical as one could wish.

Poached Egg Walsh
Broiled Lamb Chops
Sweet Corn String-beans
Peaches and Cream

Fruit Cocktail
Roast Beef Salad, Lattard
Rice Pudding

Tomato Broth
Sliced Fowl, Creamed on Toast
New Peas
Asparagus on Toast
Stewed Fresh Cherries and Rhubarb

Eggs, Polly's Place Style
Broiled Mackerel with Latticed Potatoes
Cucumber Salad
Rhubarb Pie and Cheese

Some of the recipes for dishes on these menus are extremely novel, the quality greatly to be desired by the hostess who is weary of racking her brains for changes in her menus. The poached egg Walsh is delicious. Slices one-half inch thick are cut from the tender part of smoked beef tongue, and each slice is spread with a little made English mustard, and put under the flame, or in a hot oven. One egg is poached for each portion and placed on its slice of tongue, which should be trimmed in a round. A little tomato ketchup is poured over each egg, which is then sprinkled with a mixture of bread crumbs and grated cheese and browned in a hot oven.

The roast beef salad Lattard suggests a good way in which to utilize cold roast beef. Three large slices are cut in inch squares and placed in a salad-bowl together with two or three sliced cold boiled potatoes, two stalks of cooked cardoon cut in inch lengths, four julienne cut grilled fresh mushrooms, one-half a cupful of French string-beans, four or five

(Continued on page 72)

ROUBIGANT
Paris
Master Perfumer

Quelques Fleurs

The true expression of a realm of
flowers - fragrance infinite, exquisite!

Talcum Quelques Fleurs
is also most charming
Jar 85 Cents

Park & Tilford
Sole Agents New York
Sample of perfume on
receipt of 25 Cents



PATTERN DESCRIPTIONS

The descriptions for the patterns illustrated on page 66 are given in full below; the patterns are described in the order in which they appear on the page, beginning at the upper left of the page and reading across

PATTERNS ON PAGE 66

BLOUSE NO. P3904.—For the blouse in medium size: $2\frac{1}{4}$ yards of 36-inch material; 2 yards of 1-inch lace for trimming. Sizes, 34 to 40 inches bust measure. Price, 50 cents.

BLOUSE NO. P3835.—For the smock in medium size: $2\frac{1}{4}$ yards of 40- or 54-inch material; $\frac{1}{2}$ of a yard of 4-inch trimming; $\frac{3}{8}$ of a yard of 40-inch material for band trimming. Sizes, 34 to 40 inches bust measure. Price, 50 cents.

BLOUSE NO. P3865.—For the blouse in medium size: $2\frac{3}{4}$ yards of 36-inch material; $2\frac{1}{2}$ yards of edging for jabot and cuffs. Sizes, 34 to 40 inches bust measure. Price, 50 cents.

BLOUSE NO. P3811.—For the blouse

in medium size: $1\frac{1}{4}$ yards of 40-inch material; $\frac{3}{8}$ of a yard of 36- or 40-inch material for collar. Sizes, 34 to 40 inches bust measure. Price, 50 cents.

BLOUSE NO. P3834.—For the blouse in medium size: $2\frac{3}{4}$ yards of 36-inch material. Sizes, 34 to 40 inches bust measure. Price, 50 cents.

BLOUSE NO. P3837.—For the smock in medium size: $3\frac{1}{2}$ yards of 40-inch material; $\frac{3}{8}$ of a yard of 27-inch contrasting material for trimming. Sizes, 34 to 40 inches bust measure. Price, 50 cents.

BLOUSE NO. P3836.—For the smock in medium size: 3 yards of 40-inch material; $\frac{3}{8}$ of a yard of 36-inch contrasting material. Sizes, 34 to 40 inches bust measure. Price, 50 cents.

FOR THE HOSTESS

(Continued from page 70)

small whole radishes, and two spoonfuls of minced watercress. These ingredients are tossed together with three tablespoonfuls of mushroom ketchup, two spoonfuls of oil, a coffee-spoonful of made English mustard, and celery salt, salt, pepper, and paprika to taste. One tablespoonful of tarragon vinegar is added to this after it has been stirred, then it is tossed up again and decorated with the small white leaves of lettuce hearts.

Alligator pear dressing is a happy invention of Lattard's, in which pears past their pristine freshness may be utilized. The green part just under the skin of a very ripe alligator pear is removed and mashed in a bowl with salt, pepper, paprika, a dash of curry powder, mustard, and tarragon vinegar. A little mayonnaise is added, to make it the desired consistency. This is served on heart of palm tree or asparagus salad, or any other green salad.

NEW SWEET AND NEW EGG DISH

Peach crown is a delectable new sweet. Sliced fresh peaches are tossed in whipped cream, thoroughly mixed, and served in a circle of vanilla ice cream, or of mixed ice cream. Strawberries and raspberries may be served in the same fashion. Also, as a way of reversing the "Lillian Russell," bits of cantaloupe marinated in maraschino syrup may be served in vanilla ice cream,—it forms a most delicious sweet for summer dinner.

Eggs Polly's Place style have as their

basis cakes of country sausage, well-seasoned with sage, thyme, summer savory, and other herbs. A very thin round of toast is made for each portion, and upon this is placed the fried sausage cake, flattened a little before cooking. A cream cheese is broken into half a cupful of hot cream and dissolved; the eggs are broken whole into this, scrambled country style, very soft, and seasoned to taste. Each sausage cake is covered with the scrambled eggs, and one or two crisp curls of bacon are laid over it as a garnish. Served on a hot silver platter and garnished with a bit of watercress, this dish is a luncheon in itself.

THE MODESTLY RETIRING COCKTAIL

Despite the general tendency toward prohibition, there is still a disposition on the part of some conservationists to keep well-stocked cellars, and, supposing one has still a supply on hand, there is no reason why an occasional cocktail should not pave the way for a three-course dinner. For the "occasional cocktail," then, why not the Chinese? One-third French vermouth and two-thirds old rum is the proportion, with a dash of Hay's Five Fruits Syrup, that delicious bottled syrup so widely used in drinks,—temperance or otherwise. Another cocktail, christened the hoptoad cocktail, is made after the proportion of the juice of one small lime to two jiggers of dry gin and one jigger of apricot brandy all duly shaken.



Lustrous Hair with Sheen

under our

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The lustre and sheen of your hair depends, first of all, upon a scalp that is wholesome and faultlessly clean. Then the circulation of pure arterial blood to the hair bulbs must be stimulated; and lastly, comes the toning up of the tiny nerves about the hair follicles in which the hair grows. That our treatment will attain these results for you is attested by years of accomplishment in our Institutes here and abroad.

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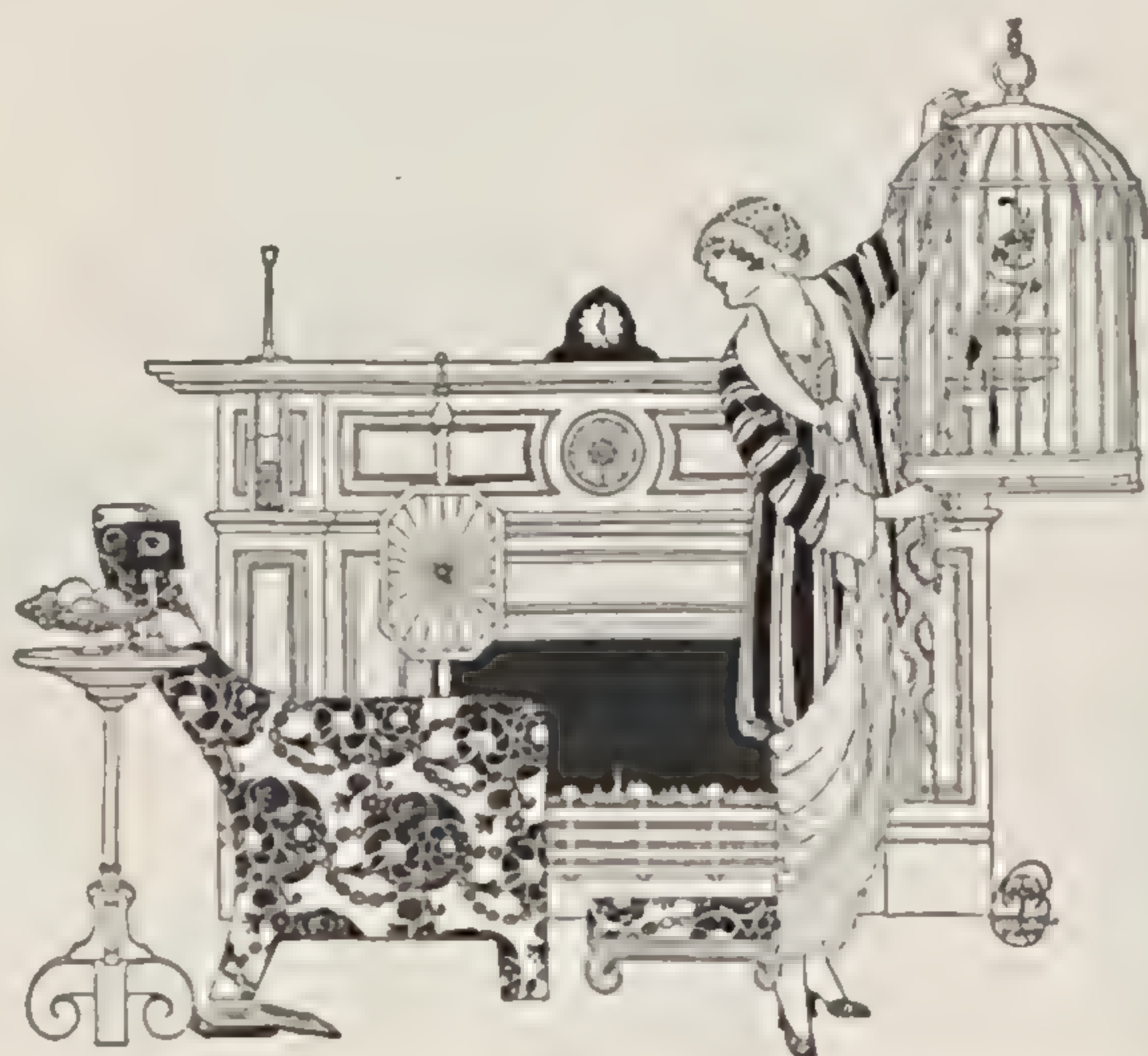
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WHAT THEY READ

FEW seasons afford us two such literary biographies as those of Swinburne and Thoreau. Less than thirty years ago, young men had much of Swinburne by heart, and "When the hounds of spring are on winter's traces" echoed in many a college room, and, perhaps, even in a few club cafés. Less than ten years later, Kipling was heard where Swinburne's melodies once rang; and today those who discover a suggestion of "ragtime" in some of Kipling's most popular verse, find little of Swinburne's fascinating. Youth is too apt to be partisan; it takes maturity to recognize the just claims of poets dead and gone. Meanwhile, however, Thoreau's "Walden" and the best parts of much else from his pen find prompt acceptance by intelligent young folk bred in reading households. Swinburne was almost alone of his own time, when his youthful audacities shocked and delighted the readers of English verse, while Thoreau stood between two far greater American contemporaries,—Emerson, fourteen years his senior, and Whitman, almost two years his junior, with both of whom he had much in common. Incidentally, also he loved Greek, not perhaps as Swinburne loved it, but with scholarly appreciation of the language and sympathetic feeling for old Greek life. Thoreau's verse can not be mentioned with Swinburne's, but the two were not so far apart as masters of prose. George Moore, by the way, thought Swinburne the worst prose writer of all great British poets, a judgment that few will confirm. Meanwhile, there are signs that the best prose of Thoreau will outlast most of Swinburne's verse. Both men had the supposed temperament of genius, though that brilliant eccentric Frank Sanborn, Thoreau's latest biographer, insists that the latter was not a voluntary exile from human society, while Mr. Gosse would have us believe that Swinburne's mad eccentricities did not prevent him from being a dependable friend and comrade. Both assailed the ideas of their time and despised its conventions. Both were theoretical republicans and democrats, and Thoreau lived his theories. Both had a touch of the social anarch, but Thoreau's rebellion never took a vicious, seldom a discourteous form, while Swinburne's "temperament" is his sole apology for pitiful excesses easy enough

to forgive in one who injured only himself, and spoken and written billingsgate a good deal harder to excuse. Swinburne started the mid-Victorians out of their self-complacent philistinism in verse; Thoreau's practical indifference to the penny-wise philosophy of New England in his day remains an enduring influence, though materialism rose triumphant over him and Emerson and Whitman.

THE LIFE OF ALGERNON CHARLES SWINBURNE, by EDMUND GOSSE, C.B., tells the amazing story of one who had the gift of genius and even more of the eccentricity of temperament sometimes accompanying that gift. Swinburne was for most of his life in effect an undisciplined child. He was absolutely sincere, incapable of conscious pose, but so self-centered, so anarchic in his contempt of other men's opinions, that much of his conduct had the air of naught but posing. Mr. Gosse seems to think it below the dignity of biography to tell us in plain words that Swinburne had to give up his stimulative association in London because the excitement of life in such contact drove him into alcoholic excess. Rescued after one of his sprees and taken down to the quiet of the country, he was the gentlest and most amenable of human beings. His contempt of authority led to his being "sent down" from Oxford, though he was a distinguished scholar in several languages and probably better read in English literature than any other undergraduate and even than most professors. The great Jowett long after, having asked Swinburne's criticism of a bit of Greek translation by Jowett himself, turned in surprise at a hesitant emendation, and said in effect, "With study, you'd make a scholar." The sense of propriety seems to have been left out of Swinburne, and nothing better illustrates this fact than his youthful reciting in the presence of a distinguished company at the house of a bishop, of two lyrics then regarded as among Swinburne's most offensive productions. Barely had the poet's profanities died upon the horrified air when the butler came in and announced, "prayers, my Lord." As a matter of fact, "Poems and Ballads," which created such a storm in 1866, is a volume that no longer shocks, though it

(Continued on page 76)



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WHAT THEY READ

(Continued from page 74)

must be said, also, it is a volume that, in spite of much that is brilliant and no little that is lovely, no longer greatly delights. Those more than middle-aged men, who declaimed Swinburne's lyrics with madness forty years ago, probably still realize that he has oftener than almost any other British poet managed to marry sound to sense, to approach in verse what music seeks to accomplish, but even his stoutest admirers must admit that Shelley's lyrics wear better. Swinburne remains, however, perhaps the most brilliant interpreter of the Greek spirit in drama, and a few of the lyrics from his great plays are unapproachably beautiful. Mr. Gosse emphasizes the greatness of Swinburne as a critic; and rightly, though nothing can justify some of his judgments, as nothing can excuse the language with which he sometimes assailed his own critics, as in the case of Emerson, sometimes his past admiration, as in the case of Whitman. It was well enough for Mr. Gosse to deal tenderly with Swinburne's errors, but surely, in a footnote or in the appendix, he might have told us the reason why the poet was asked to withdraw from a notable club, a request, if ancient gossip is to be trusted, brought about by Swinburne's wild war-dance upon the top hats of his fellow members. Like Coleridge, Swinburne passed the later years of his life under a sort of friendly despotism. His despot was Watts-Dunton, whose influence Mr. Gosse thinks to have been in some instances detrimental to the poet's judgment and conduct. A fascinating record this of an extraordinary man, and, incidentally, of many such with whom Swinburne was associated. The illustrations are of the greatest interest and significance. (New York: The Macmillan Company; \$3.50.)

THE LIFE OF HENRY DAVID THOREAU, INCLUDING MANY ESSAYS HITHERTO UNPUBLISHED, AND SOME ACCOUNT OF HIS FAMILY AND FRIENDS, by F. B. SANBORN, might have been entitled "One Highly Eccentric and Greatly Interesting New Englander as Interpreted by Another of Somewhat the Same Kind." Mr. Sanborn died at a great age, when his book was yet unpublished, but fortunately not before he had read the final proofs. He has made a notable biography, not merely for its facts and its interpretations, but for its style, distinguished for nervous energy, a fine sense of words, and freedom from all pretense or appearance of effort. Nearly half the book is given to a detailed account of Thoreau's ancestry, and the first twenty years of his life. Many of Thoreau's college essays, most of them written between his eighteenth and twentieth years, are here given, writings that betray two things: his rapid improvement as a writer and his anticipation thus early of the opinions and sympathies that determined the conduct of life for him in maturity. He anticipated as a college boy the most advanced modern theories as to the punishment of criminals, and he and his brother John kept a school which foreshadowed some of the ideas now urged by advanced theorists of education. The book is fascinating in the glimpses it gives of John Brown, Emerson, Whitman, and other men now secure of fame, and of the social life at Concord when it was one of the most intellectual villages on earth. There is a delightful story of the fashion in which Thoreau, at the request of Sanborn, drove Emerson's mare Dolly to Acton, Massachusetts, in order to set safely on the train to Canada the feeble enthusiast Meriam, who had joined in the John Brown raid at Harper's Ferry. Perhaps the complete Thoreau does not appear in this volume, but we have here more of him than any other man could have given, as much, perhaps, as we shall ever have. This is one of the most noteworthy

worthy biographies of recent times, and the publishers, realizing its significance, have given it a worthy physical setting; it appears in a beautifully printed, helpfully illustrated, and altogether dignified royal octavo; a thing that book-lovers will treasure and in time clothe in the glories of the richest leather. (Boston and New York: Houghton Mifflin Company; \$4 net.)

WORTH-WHILE FICTION

NADINE NARSKA, by the BARONESS MAHRAH DE MEYER, is the romance of a rare soul. The heroine, born of parents who have already separated and bred in a household where her mother lives with her unwedded lover, finds her own married life a bitter disappointment and finally wins divorce because her husband asks it after falling in love with an actress of the cheaper sort. Thus, still young, brilliant, beautiful, and idealistic in her conception of love, she is left with the world before her to choose from. Two men come into her life, one an oriental mystic, distinguished for the noblest beauty of face and form, the other a French musician, devoted to his art. The oriental slowly makes himself the instructor of her soul, while the Frenchman wakes her heart to a pure and passionate love. He is by nature a loyal spirit, but under temptation he has yielded to the flesh and in doing so has wronged a young pupil to whom Nadine is friend and patron. Nadine, who has walked unscathed through the gaudy splendors and extravagances of great capitals, can not forgive his seeming duplicity, and the oriental arrives just in time to offer her, in lieu of her lost love, the bread of the spirit. There are several strong scenes in the book, but by far the strongest and truest is that in which Nadine dismisses her lover. The character of Nadine is by far the best in a story that has several really notable characters; she is self-consistent and naturally and inevitably developed. (New York: Wilmarth Publishing Company; \$1.35 net.)

A DIVERSITY OF CREATURES, by RUDYARD KIPLING, comes to remind the world that a new volume of mingled short fiction and verse by the author of "The Jungle Books" and "Soldiers Three," is not quite the event that the appearance of such a volume would have been twenty years ago. The world owes a permanent debt of gratitude to this man, now in his fifty-second year, who took captive all hearts when he was little more than a youth and held them his willing prisoners for a dozen years. In many respects, the Kipling of to-day is the Kipling of twenty years ago, and that is perhaps one reason why his quick invention, picturesque vigor of style, and highly original humor no longer enchant as they once enchanted. George Russell perhaps laid his finger upon another reason for the lessened popularity of Mr. Kipling's recent work, for that rare Irishman, in a personal letter of reproach to a man whom he acknowledged to have more than a touch of the divine fire, says that Mr. Kipling narrowed his appeal by narrowing his sympathies. Mr. Kipling shows himself in these stories the admirer of mere force that he has always been, a believer in the rule of the strong, which personal attitude comes out most clearly in the opening story, "As Easy As A B C," one of his characteristic efforts based upon a conception of the future when it shall have become, more than even the present, the age of electricity. On the whole, this story is far less taking than some of the author's earlier tales made on the same plan. There are military tales in the volume, but none with quite the charm of earlier military tales from the same hand. "The Village that Voted the Earth

(Continued on page 78)

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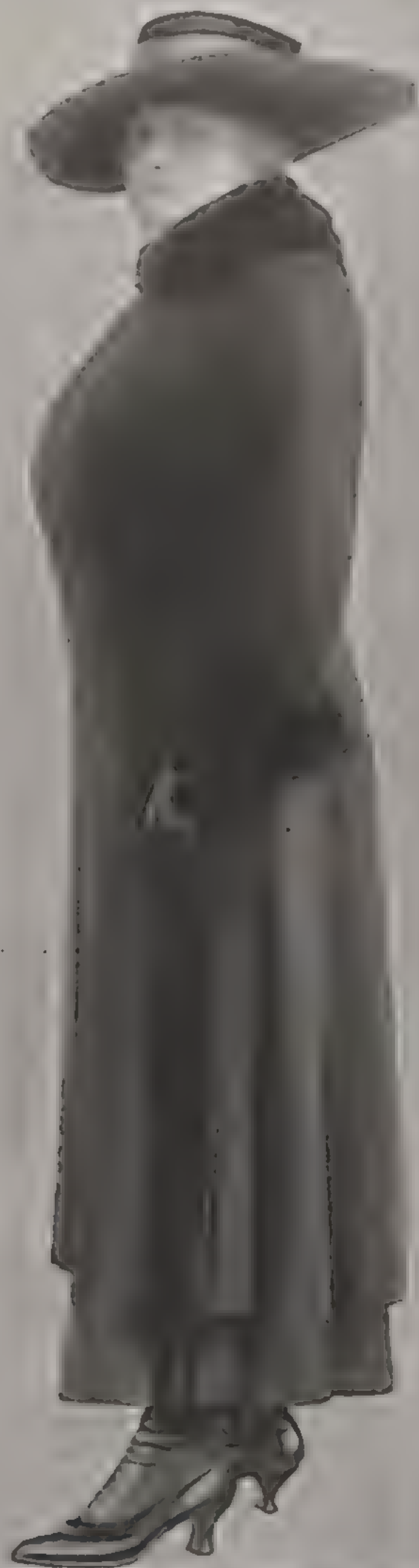
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At the Little Theatre in Chicago was produced very effectively "The Grotesques," by Cloyd Head

WHAT THEY READ

(Continued from page 76)

Was Flat" has much of Mr. Kipling's mid-period humor. "In the Same Boat" shows him the student of the drug habit, but it is, with all its ingenuity, a little dull. "Regulus" is reminiscent of "Stalky and Company." "Swept and Garnished" and "Mary Postgate" are far from agreeable stories concerned with the brutalities of the Germans in the present war. On the whole, the best story in the book, the one nearest the Kipling of old days, is "Friendly Brook," a tale of carefully studied English country folk and gruesome humor. The best poem, though one with a touch of forgivable bitterness, is "The Children." "A Translation" of an imaginary "Ode 3," from an imaginary "Book V" of Horace, has a truly Horatian terseness that tempts one to wish that Mr. Kipling would attempt to give us in English the real odes, epodes, satires and epistles, and eke the *car seculare* of the urbane Roman. If it must be said that Mr. Kipling does not write stories as he once wrote them, it should be added that no other living author could have written these stories half so well. (New York: Doubleday, Page and Company; \$1.50 net.)

CINDERELLA JANE, by MARJORIE BENTON COOKE, takes the author of charming "Bambi" into rather deep water and shows how difficult it is to make a tract and a novel in one without spoiling both. Through most of the dialogue, some of it good enough dialogue, too, runs the feminist argument, and the story halts while the author makes her chief feminine character take up and carry on the oft interrupted theme. A wildly improbable marriage, well along in the book, furnishes the main motif of the story, and the author depends for sustained interest upon the contrast between the incurable boy of a husband with the artistic temperament and the business-like dependable woman who has married him apparently for a whim. The character of the title rôle is so grossly improbable, so unmistakably a lay figure upon which to hang the moral, that one refuses to be interested in her and finds the husband more entertaining because more human and probable. Most

of the other characters, even the stupendous critic, are rather empty of life, except the pestiferous little minx of sixteen, and Bobs, the artist girl. Greenwich Village will disown with jeers this attempt to put its emancipated colony into fiction. (New York: Doubleday, Page and Company; \$1.35 net.)

PLAY PRODUCING

HOW TO PRODUCE AMATEUR PLAYS, by BARRETT H. CLARK, author of several books on the drama, British, Continental and American, and former assistant stage-manager with Mrs. Fiske, must not be accepted as an incitement to a criminal career upon the part of those young persons to whom it is addressed, but rather an exhortation to virtue. Amateur acting can be dreadful enough to demand suppression at the hands of the law, and it might be plausibly argued that the amateur rather than the professional stage needs police censorship. Mr. Clark's intent, it may be presumed, is to mitigate the devastating horrors of the amateur boards and to instruct the amateur actor as to his own limitations, while laying down with simplicity and sufficient detail the laws of stage production. It is a triumph of intelligence to have put into less than one hundred and fifty octavo pages, with illustrations, the essentials that the amateur actor should master. The advice as to choosing the play is extremely wise, and nothing proves this more clearly than the author's aphorism that it is better for the amateur to produce a good play badly than a poor play well, even though this may be held to reverse the truth as to professional acting. The longest division of the book, occupying considerably more than a third of its pages, is that on "rehearsing." Here the letter press and the illustrations are triumphantly clear and mutually helpful. There are directions for lighting, scenery, costumes, and a considerable list of plays suitable for amateur acting. Mr. Clark deserves the gratitude of all amateur actors, and even more, that of their audiences. (Boston: Little, Brown and Company; \$1.50 net.)





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Have you tried Purity Cross Welsh Rarebit?



THE APOTHEOSIS of the BATH

(Continued from page 50)

a raised platform of marble. The lighting fixtures and the dolphins which supply the water for the basins and bath, are of French gilt bronze, and the marble wash-stand is supported by a gilt bronze pedestal. The inset mirror above this stand and the stand itself are hung with rose taffeta and Alençons lace.

Opposite the bath is a semi-circular Louis XVI dressing-table, with a triple mirror of gilt and with toilet articles of gold and crystal. The rugs are of a soft gray-blue velvet. The gilt *chaise-longue* has a down pad covered in rose satin and a flowery coverlet of silk and ribbons. French walnut and satinwood tables hold lamps and other accessories.

A bath as severe as the others are elaborate, yet extremely decorative, appears in the middle at the top of page 51. This marble bath is from the recently completed house of Mr. James Deering at Miami. The general idea in this room is for coolness and open air. One side opens out on the sea, which makes it possible to take a sunbath in the adjacent loggia. To heighten this out-of-door effect, the ceiling is made an elaborately constructed tent, the supporting members of which are richly embroidered with Directoire decorations in many colored and

intentionally gay silks. A metal crown supports the roof at the center, and from this hangs an antique alabaster lamp.

It has been the general intention to give this room a Directoire character consistent with the suite it adjoins. For this purpose, the manner which the French have lately christened "*retour d'Egypte*" has been employed for the silver appliqué on the wall panels and throughout all minor details of ornament. The marble is black and white, figured in green and violet. The plan of the room is nearly square, and the fixtures are disposed without complete symmetry. The ornamental scheme of the floor repeats the radiation of the draped ceiling; the pattern is in brass upon onyx.

An experiment in painted glass has been successfully tried out for this room in the revival of the Victorian type in which white ground glass alternated with bands of amber yellow upon which voluminous grape-vines and aquarelle-like landscapes flourished between ruby hands. With some research into form, this type of glass has been changed and rendered not only unusual but pleasing. The curtains are of white linen, and the swans and palm leaves of the Directoire are present in all the metal furnishings.

VERSATILITY IS THE FIRST PRINCIPLE OF DECORATION

(Continued from page 47)

curtains, and in fact all details, are designed by the decorator himself and executed under his personal supervision.

The living-room at the lower right on page 47, so reminiscent of the early Victorian era, is a corner of the decorator's own house. The walls are covered with glazed chintz, patterned with a trellis of blue leaves and red and rose berries on a white ground, and a trimming of white ball fringe runs down each of the seams where the chintz is joined. The furniture used for this room is mostly old Sheraton in satinwood, and there are some painted Heppelwhite chairs. The curtains of bright blue have a valance of fine, though very early, Victorian beadwork in blue and gray, with the edges finished with a red binding line. The ornaments are quaintly old-fashioned affairs, such as might have come out of great-grandmother's glass case. Shell

flower-baskets, Bristol glass, and old-fashioned silhouettes decorate the walls. Hooked rugs are used for the floor.

At the bottom of page 46 is illustrated the newly completed dining room in the home of Mrs. Miles B. Carpenter at Bar Harbor. The frieze and uprights have been specially designed and painted for this room, after the style of old Chinese wallpapers. The ground is a pale green-gray tone, while branches and flowers are painted in all shades of fawn and gold. The panels are of deep cream silk edged by two-inch lines of brown velvet with an imperceptible gold trimming on either side. The floor is covered with a dark brown carpet. The curtains in this room are of gun-metal satin with bands of fawn silk covered in very delicate antique gold lace. The inside curtains are of green-blue gauze. The overmantel is of brown lacquer, with gilt decorations.

RECLAIMING THE OLD HOUSE

(Continued from page 49)

and gold throughout the living-room.

On the other side of the library is the porch conservatory, where Mrs. de Armond, who loves flowers and verdure, keeps as much green as space allows her. No home can be complete and livable without a certain amount of flowers well arranged,—not too many, as rooms must remain rooms and not become conservatories or hothouses. Since all the main rooms on the first floor are in a tonality of blues and gold on a warm gray background, the flowers for this house are always most carefully chosen; they are considered part of the decorative scheme and must harmonize with the furnishings. Orange, yellow, and cream flowers are the most successful. They repeat the general tone of the furniture and hangings against the neutral walls of the rooms.

Within the conservatory itself, upholstered furniture, covered with chintz, in two tones of greens and beige, blending

with the walls, is combined with rattan furniture, so that this is made another living-room, almost an outdoor one.

In the hall, where the mahogany woodwork has been entirely painted an indefinable gray like that in the other rooms, the mantel has had its brackets and ornamentations of the 1860 period carefully shaved. The walls have been paneled with molding and the furniture consists of colonial pieces. There is a lovely, old, brown mahogany, console table surmounted with a most interesting mirror, which used to belong to old Parson Thorne, a noted preacher of early days. It has on top one of the original designs which were submitted years ago for the coat of arms of the State of Delaware. This coat of arms is painted on glass in blues and gold, which harmonize very well with the taffeta curtains striped cream and blue with mauve and green.

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United States Tires



Why cutting ruins the cuticle

How even the most abused nails can be made shapely—lovely

Specialists say that in caring for the nails, your whole effort should be to keep the cuticle unbroken. When the cuticle is trimmed or cut away, the skin about the base of the nail becomes dry and ragged. It constantly roughs up, forms hangnails and makes the hands hideously unattractive.

It was to meet this need for a harmless cuticle remover that the Cutex formula was prepared.

See what one application will do

Send now for your midget Cutex manicure set and see what even one application does for your nails.

In the package you will find orange stick and cotton. Wrap a little cotton around the end of the stick and dip it into the Cutex bottle. Work the stick around the base of the nail, gently pushing back the cuticle. Wipe off the dead surplus skin. Rinse the hands in clear water. A little Cutex Nail White applied under the nails, removes any discoloration. Cutex Nail Polish in cake, paste, powder or liquid form, gives you just the quick waterproof finish you want.

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Start to have lovely nails now

Ask for the Cutex Manicure Specialties wherever high-class toilet preparations are sold. Cutex the Cuticle Remover comes in 50c and \$1.00 bottles; Introductory size, 25c; Cutex Nail White is 25c; Cutex Nail Polish in cake, paste, powder or liquid form is 25c. Cutex Cuticle Comfort for sore or tender cuticle is also 25c. If your favorite shop has not secured a stock, write direct.

Send for complete manicure set now

Send 14c today—10c for the manicure set and 4c for packing and postage, and we will send you a complete manicure set—enough for at least six applications. Write

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If you live in Canada, send 14c to MacLean, Benn & Nelson, Ltd., Dept. 108, 489 St. Paul St. West, Montreal, for your sample set and get Canadian prices.



Ocean Waves VERSUS Frederics Waves

AFTER you've had a Frederics Wave, a dip in the sea only serves to make your hair wavier, as if it were naturally curly. Motoring in a damp wind will not render it stringy and unbecoming. You reach your destination with hair charmingly fluffy.

The FREDERICS LASTING HAIR WAVE

is an important factor in the success of any pleasure-trip. No need to bother with unsightly, uncomfortable curlers or an injurious curling iron! The Frederics Wave is achieved quickly and with no discomfort, by the newest and most efficient method. It succeeds invariably, with hair of any color or quality. Not only harmless, but actually beneficial. The wave-length is determined by individual becomingness. Never any frizziness, but beautiful, natural undulations.

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GOODRICH SILVERTOWN CORD TIRES



Insure You Against Tire Trouble

YOUR safeguard against a *blowout* or *punctured* tire when out on a country road or in the middle of a *crowded* downtown street, is Goodrich Silvertown Cord Tires.

The practical immunity of their *two-ply, cable-cord* structure to puncture and stone bruise is your protection against long and ill-timed waits for repairs.

Furthermore, the graceful lines of Silvertown Cord Tires give the added *touch* of *elegance* to mark your car as a car of class; and the comfort of their matchless resiliency doubles the enjoyment of motoring.

You never gain the full satisfaction of a car till you ride on the Silvertowns, trademarked with the RED-DOUBLE-DIAMOND.

Though they cost more than ordinary tires, you can not afford to be without their ultimate economy.

The
B. F. Goodrich Company
Akron, Ohio

Also maker of the famous fabric
tire, Goodrich Black Safety Tread

"Silvertowns make all cars high-grade"

MOTOR NOTES

AUTOMOBILE experts can often predict the trend of the next season's body designs by close observation of the special styles produced by dealers who cater to an exclusive clientele, or by owners themselves who desire "something different" from the regulation stock models. Those who have watched the trend of design closely have noticed a reaction from the five- or six-year-old tendency to eliminate lines and corners and to substitute in their stead curves and smooth surfaces. Such design has always been classified as a stream-line effect, but body builders are beginning to realize that a straight sweeping line here or sharp angle there, can sometimes increase the smart racy appearance which is so often desired. A body on these lines has been developed by the New York distributor of a western manufacturer, and the lines are such as to create favorable comment wherever the vehicle is seen. This body is of the four-passenger type with a disappearing top, which may be folded completely out of sight in a compartment provided for the purpose at the rear of the back seat. This enclosure forms a sort of "deck," which is continued along the side of the car straight to the front, where it blends with the motor bonnet on either side. This same surface is continued transversely along the back of the front seat, to form the increasingly popular double cowl. The junction of this "deck" with the sides of the car forms a straight sweeping edge, which extends from the rear of the motor bonnet and is continued to the radiator on the hinged portion of the bonnet. This particular car is further distinctive in that individual steps, facing each door, have replaced the continuous running-board which usually extends from one mud-guard to the other.

THE FOUR-PASSENGER CAR

The greater weight and longer wheel-base of the seven-passenger touring-car make it a vehicle of exceptionally easy riding qualities, although many motorists believe that the location of the single seat in a runabout, midway between the front and rear springs, serves to place this car at the pinnacle of comfort attainment. The runabout, however, is as a rule not a chauffeur-driven equipage; and the lone occupant of the rear compartment of a seven-passenger touring-car must, at best, feel rather lonely when called upon to occupy the space reserved for five full-grown persons. To overcome this difficulty, yet at the same time to retain the aloofness of a rear compartment, one manufacturer of a well-known car has produced a four-passenger car which is unique in many respects. This body is divided into the conventional forward and rear compartments of the ordinary touring-car, but the seating space in the tonneau is restricted to one luxuriously upholstered double seat, which is covered by an attractive victoria top. A separate tonneau wind-shield is installed to give the occupants of the rear compartment the same protection from draught and dust as those in the driver's compartment. To increase the feeling of coziness and also to furnish increased protection from dust, the space over the foot-rail, extending backward from the top of the rear seat, has been "decked over" as far as the opening of the two rear doors. This "deck" is hinged on its forward section so that it may be tilted forward whenever there is occasion to use either of the rear doors. Naturally, such a design can only be applied to a car of excellent quality for the workmanship must be of the best, —otherwise rattles and squeaks will arise from the addition of this hinged deck.

The problem that confronts many a family of two or three persons is the selection of a runabout or touring-car. The small runabout would serve the needs of such a family, but it provides, at best,

only makeshift accommodations for guests or for extended touring equipment. A solution of that problem is a convertible car, which has recently made its appearance, and which, in reality, is two cars in one. Through a clever arrangement of hinged sections, the rear seat may be folded forward to form the smooth sides and gracefully rounded turtle deck of the conventional runabout with victoria top. The tonneau doors fold in, and the joints are so well concealed that only an expert would guess the quickly convertible possibilities of the body. The same top, which is hinged to the rear of the tonneau seat section, moves forward as the latter is tilted over, and it thus covers the forward compartment when the vehicle is used as a runabout.

PROTECTION FROM DRAUGHTS AND DUST

As comfortable as the victoria top may be so far as protection from sun is concerned, it, nevertheless, does not afford complete protection from draughts or dust. Any car could supplement its victoria top with the tonneau wind-shield, which has already been described in these columns. This wind-shield, by means of its adjustable sides, may be used to serve as a screen from wind blowing from any direction. A recent improvement on these wind-shields is a central division provided for installation on cars which have an aisle between the front seats. This enables the occupants of the front and rear compartments to exchange places while the car is in motion merely by moving the central wing of the shield.

There are many devices on the market that purpose to be automobile theft preventors, but the expert, given time, can easily find some way to circumvent the best ignition or gasoline lock. A powerful lock chained to the wheels serves the purpose well, if the owner can rest assured that it will not be necessary to move the car, in the case of fire or other accident. Such an eventuality is likely to happen even in the most remote part of the city, and, therefore, a device which will enable the car to be moved a short distance by hand, but which will not permit the thief to tow or to drive it, will prove of interest to motorists. This device consists of a substantially constructed V-shaped block, which is chained to one of the wheels and is secured by means of a heavy padlock. This block may be used to keep the car from rolling forward or backward on an incline, and, owing to the manner in which it is attached to the wheel, the vehicle could not be driven under its own power or towed without attracting attention, by reason of the clatter and noise which results as the block and lock strike the mud-guard and the pavement. The block may be moved to the side, however, and the car pushed by hand almost as easily as though no lock were in place. The price of this device is \$3.

THE MOTOR FLAG BY NIGHT

There is scarcely a car on our highways to-day which is not bedecked with one or more American flags. To render such decoration as noticeable at night as in the daytime, a unique holder has been devised which reflects the rays from the electric light and thus illuminates the flag placed above it. This holder, which contains the light and reflector, in the center of which the flagstaff is placed, is secured to the filler cap of the radiator and is connected, by means of small wires passing through the radiator, with the storage battery which furnishes electric current. The light is operated by a switch on the dashboard, and, when opened, throws a small flaring beam directly on the fluttering flag. The light also serves to illuminate the radiator temperature indicator, which is so often carried in the radiator filler cap. The price of this outfit, including a small silk flag, is \$2.



HEALTH WANTED

THE home tragedies of peace—sickness, accident and death—and the big tragedy of war, with its mounting cost of food, have developed a long waiting list for

SEA BREEZE

our summer fresh air home for children and babies, tired working girls, mothers and grandmothers of the tenement. In war—in peace—our youth must grow into healthful, fit manhood and womanhood.

Sea Breeze gives hundreds of city children their one chance in the year for fresh air, good food—health.

Allow 60 cents a day or \$4 a week for each one whom you will send as your guest, and send the amount to George Blagden, Treasurer.

NEW YORK ASSOCIATION FOR IMPROVING
THE CONDITION OF THE POOR

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YOUR STYLE BOOK of FALL DRESSES

at modest prices

The SIMON QUALITY Style Book for Fall will guide you to tasteful wearing apparel and genuine economy.

Designed along modish lines that are authentic, the dresses will appeal irresistibly to you.

Write Dept. A4 for your copy—it is free and is ready to be mailed. If your dealer cannot give you the dress you want with the SIMON QUALITY label of guarantee, send us his name and a Money Order for the cost of the dress.

No. 5324 is shown herewith, a charming frock of Bolany French Serge on entirely new lines of the much-wanted Coat-dress. A graceful skirt, nearly hidden by the ultra-smart plaited overskirt that is attached to the pretty waist. 40 metal-rimmed serge buttons and silk braid loops on both sides add to its attractiveness. Completed by Satin collar and broad patent leather belt drawn through loops. In Navy, Khaki, Burgundy, Tan, Russian Green, Brown or Black. Retail Price \$25.

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The Safe Antiseptic

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apply
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Joseph Uniforms are designed, cut, sewn and SOLD by specialists; they are made in every approved shade, to match interiors, and for breakfast, luncheon, dinner, weddings and other occasions; guaranteed as to fit and wearing qualities. Best for fifteen years.

Write for designs—or call.

MAID'S UNIFORM (center figure)
Simple afternoon dress, Imp. Irish Poplin, \$5; black sateen, \$3.50; English mohair, \$12.50. Apron of Persian lawn, with clumsy lace or cross-bar lawn and net, \$1.35. Cuffs and collar, 50c (rolling collar if desired).

NURSE'S UNIFORM (at left)
White uniform of half linen and half fine cotton, \$3.50. Apron of same material, \$1.25. Bib, 80c; hemstitched cuffs, 25c pair.

NURSE'S COAT AND BONNET (at right)
The Helen, of heavy double-faced English top coating, Navy blue, grey, etc., \$32. Serge, \$32. Bonnet, \$8.50; with veil, \$10.50.

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Workmanship

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In the creative organization of this establishment, an expenditure of one hundred thousand dollars each year is made in developing tailored clothes that not alone reflect current modes but anticipate to a marked degree the advance dictates of fashion.

The extent and quality of this service is not approached in any other establishment. Its value is emphasized by the fact that today Hickson creations exert unquestioned influence on the whole world of tailored clothes.

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Gowns Tailored Suits and Tailored Dresses for Autumn

For those whose taste demands the more conservative, we are prepared to show modified models of the coming vogues.

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at Fifty-Second Street*

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Lexington Avenue
and Flume Street
Magnolia, Mass.

PALM BEACH

PARIS



Batik stops at nothing, not even landscapes. This castle in white and blue and violet, against a mauve sky won one of the supplementary prizes at the exhibition of textile designs held under the auspices of the Art Alliance

AMERICAN TEXTILE DESIGNERS PROVE THEIR METTLE

AT the outbreak of the war, when the supply of foreign textiles was curtailed, interest in American designs was much stimulated. Since that time, American artists have made special efforts to produce beautiful patterns for materials, but it was not until the recent exhibition of textiles held in New York under the auspices of the Art Alliance, that the excellent quality of the work they were capable of doing was evidenced. To "Women's Wear" is due much of the credit for the success of this contest. It was this paper which really initiated the exhibition and which interested in the movement Mr. Albert Blum, who subscribed the prizes. Mr. M. D. C. Crawford, Research Associate in Textiles at the American Museum of Natural History, was also active in arranging this recent exhibition.

The designs submitted to this contest numbered hundreds, showing the enthusi-

asm with which American designers are improving this opportunity.

The committee on awards was composed with the idea of representing in it all the diverse interests concerned in the making of textiles. There was a member who represented the purely theoretical and esthetic side; there was another member whose interest was in the practical problems of the makers of textiles; and there was yet another member who was an authority on the possibilities of each design (when finally woven or printed) for the all-important use of making smart and wearable costumes.

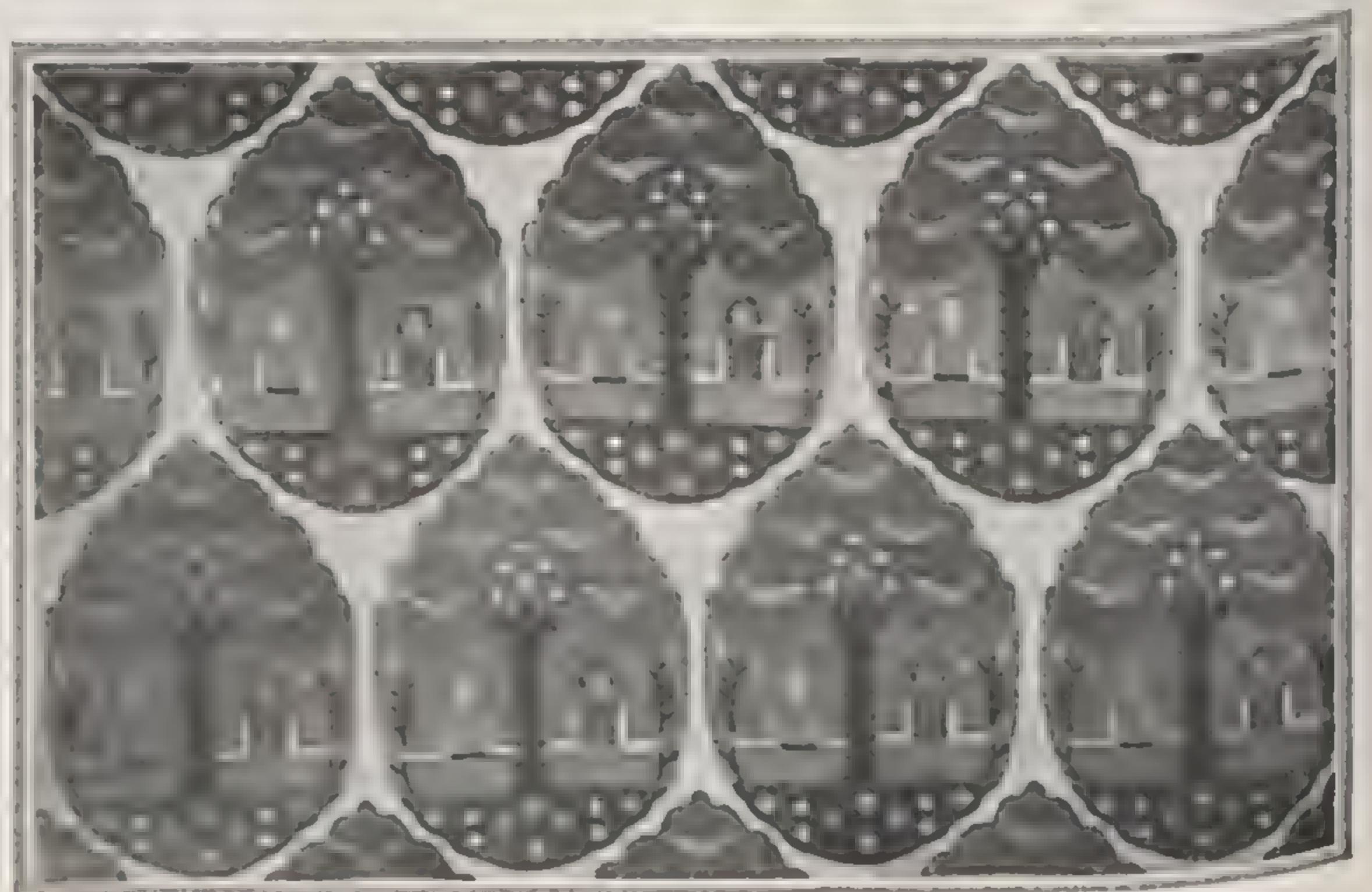
In connection with this article, are shown photographs of the prize-winning designs which were chosen not only for beauty, but for practicability as well. The first prize was awarded to Mrs. Hazel B. Slaughter. The silk which she submitted is illustrated at the right in the

(Continued on page 86)



Some of the batik designs exhibited at the Art Alliance were as fine as the ancient oriental batik work

(Below) Some far eastern landscape, all in a haze of soft oriental color, is conventionalized here



The Dangers of the Deep

do not all lurk beneath its surface. To an unprotected complexion, the deck of a yacht and the gleaming sands of a bathing beach are equally perilous. Especially intended to safeguard the skin from tan, sunburn and their ruinous consequences, are certain of the



Arden Venetian Preparations

THESE enable you to participate in all outdoor sports and yet keep your skin fair, unwrinkled and fine of texture. If your complexion, eyes, eyebrows, chin, neck or hands can be improved, let Elizabeth Arden help you do it by just the suggestions adapted to your requirements. Consultation in person or by letter. Following are a few Venetian Preparations needed at this season:

VENETIAN LILLE LOTION—A pure, beneficial liquid powder. Protects the skin from tan and sunburn and gives a lovely, natural finish. Flesh, Cream, Rachel, White. \$1 and \$2.

ARDENA SKIN TONIC—A mild astringent, delightfully refreshing; contracts enlarged pores; firms and clears the skin and gives it that well-cared-for look. 75c, \$1.50 and \$3.

VENETIAN CLEANSING CREAM—Enables you to cleanse pores thoroughly without rubbing and stretching the skin. \$1, \$2 and \$3.

Write for booklet, "The Quest of the Beautiful." It describes all the Venetian Preparations and the methods employed in the Arden Muscle-Strapping Treatments.

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IT has been proven time and time again that the wearing of Dr. Walter's Seamless Rubber Garments results in reducing that part of the body over which they are worn. This is accomplished by perspiration: "the safe and quick way to reduce."



Figure 5—Eton Jacket. To reduce bust and upper part of body.

Stock sizes, \$8.50
Made to measure, \$12.00

For years professional athletes, when they found themselves taking on excess weight and impairing their muscular activity—have used the sweating process. Jockeys, especially, have found this the surest means of keeping their weight down to the necessary low level which their occupation requires without impairing their health or strength.

I invented these garments to replace the old methods and to provide a comfortable means of eliminating unwanted fat. These garments of mine are made of pure Para rubber, medicated according to my own private formula. They are made to measure, and are worn next to the skin in perfect comfort.

Wearing these garments during the day or during the night will give excellent and satisfactory results. While these garments give a certain amount of support, they are not made to replace corsets when wearing tailor-made or other street gowns.

While actual use of my rubber garments is positive proof of their marvelous action, still, I have received numerous testimonials and other evidence which prove that reduction can be relied upon. If you will send me your measurements, I will make and ship to you, parcel post paid, any garment that you decide you need upon receipt of price. If you are in doubt as to exactly what garment you need, write to me fully, in confidence, telling where you are overdeveloped, and I will personally advise you which garment you require. Don't think for a moment that these garments are warm—they are not. They are cool and comfortable. They cause you to perspire freely, and it's the perspiration that makes them feel cool. If you really do desire to reduce without discomfort, without dieting or impairing your health or weakening yourself, you should certainly use the Dr. Jeanne Walter's Famous Seamless Rubber Garment best suited to your requirements.



Figure 4—Chin Reducer. Price, \$2.00

Figure 4—Corset Reducer. For bust, hips and thighs. Can be worn under corset. Price, \$20.00

Dr. Jeanne B. Walter, Inventor and Patentee

Billing's Building (4th Floor) S. E. Cor. 34th Street and Fifth Ave., New York
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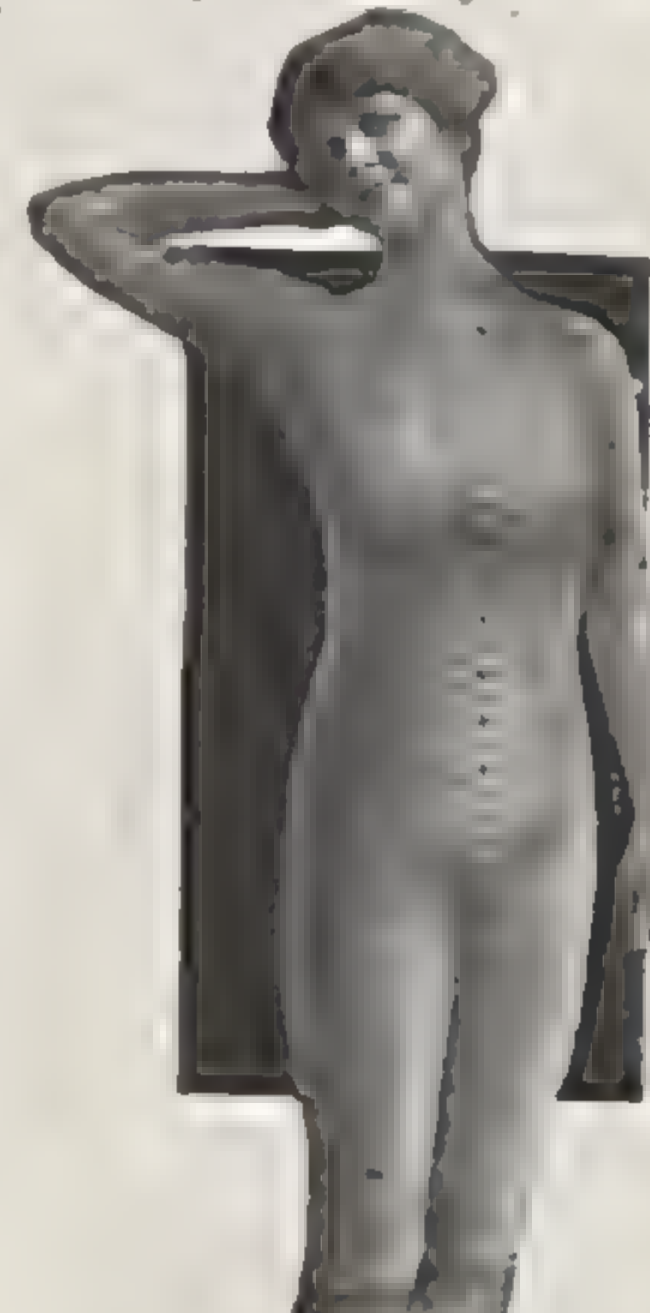


Figure 1—Union Suit used where reduction of the entire body is required.

Price, \$30.00
Full length with long sleeves, \$35.00

Figure 3—Pants for reducing the limbs. Price, \$20.00

Particularly beneficial for rheumatism and stiffness. Made in stock sizes. Not made to measure. Price, \$15.00

Figure 9—Neck and Chin Reducer. Price, \$3.00

Figure 9—Arm Reducer. Prices, \$8.00 to \$10.00

Figure 9—Long thin belt reduces upper part of abdomen. Price, \$15.00. Stock sizes, \$10.00

Figure 15—Brassiere. Covers bust and under bust. Contil back. Price, \$6.00

Figure 15—Brassiere. Covers bust and under bust. Contil back. Price, \$6.00

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AMERICAN TEXTILE DESIGNERS PROVE THEIR METTLE

(Continued from page 84)

middle group of photographs on this page. This is a batik design worked out in the form of a border in light and dark shades of red on black chiffon. The simplicity of the design not only gives excellent effect, but makes it possible to reproduce it without difficulty. The second prize, which was awarded to Mrs. Helen C. Reed, was also won by a batik border design. In this case the design was developed in light and dark shades of blue on a dark ground; it is illustrated at the left in the middle group on this page.

For batik work, also, was the design which won the third prize; this is a charming mingling of blue, green, and white on a light silk ground and is illustrated in the middle on page 84. This prize was awarded to Miss Martha Ryther. The fourth prize was awarded for a design in black which is developed in block-printing on a pale corn-colored ground. This was the work of Mr. Frank Clark and is illustrated at the top of the group reproduced on this page.

THE JURY OF AWARD

After having awarded the four prizes which had originally been arranged, the jury, which consisted of Mr. Arthur W.

Dow, Mr. E. Irving Hansen, and Mr. Edward L. Mayer, felt that justice had not really been done to the rest of the collection, and these men were so interested that they subscribed six additional prizes. Many of the textiles receiving the additional prizes were quite as lovely as those to which the four original prizes were awarded, but were a trifle less easily reproduced commercially. Some of the materials which took the supplementary prizes are also illustrated here.

WINNERS OF SUPPLEMENTARY PRIZES

One of these is shown at the bottom of this page; it is made after the Paisley motif, and it shows an unusual effect in tied-dyeing. The colors are light red on a brown ground. A second supplementary prize winner is illustrated at the top of page 84; this is a purely decorative design, which shows a castle done in batik work in white, blue, and violet, on a mauve ground. The fabric shown at the bottom of page 84 has a decidedly oriental feeling; the color is soft and mellow, such as one usually associates with oriental rugs, and the placing of the birds in the trees is purely oriental. This design forms the single motif of the pattern.

What a fascinating girl does

Her charms are many and varied—her beauty and grace, her personality, her figure and her "ways." She enhances these with silks and satins, jewelry, flowers and perfume. Of all her aids to charm none can be more mysteriously potent than the perfume or powder she uses.

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combines the exotic Arborea odor—which suggests languorous heliotropes, rose leaves, spicy carnations and sweet violets—with the finest of soft, soothing borated talc. It is put up for you in a beautiful, crystal-clear *Jar de Boudoir*, instead of a homely tin container.

Get Lundborg's Arborea Talc at your drug or department store, 25 cents the jar. Or send 25 cents for a week-end box with miniature packages of Arborea Talc, Sachet, Extract, Toilet Water and Face Powder and a sample of Lundborg's Peroxide Massage Cream which whitens and softens the skin.

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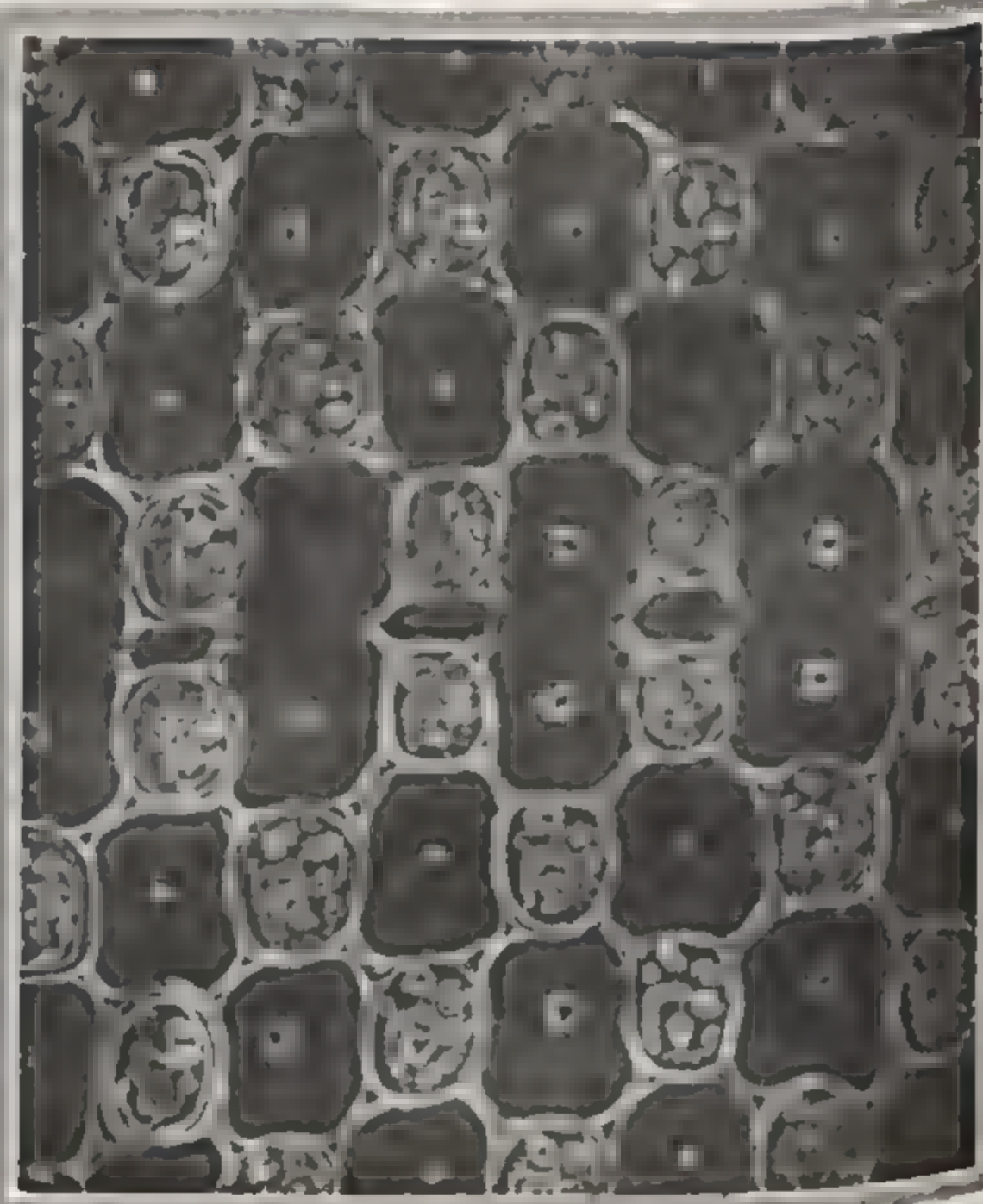
Jar de Boudoir
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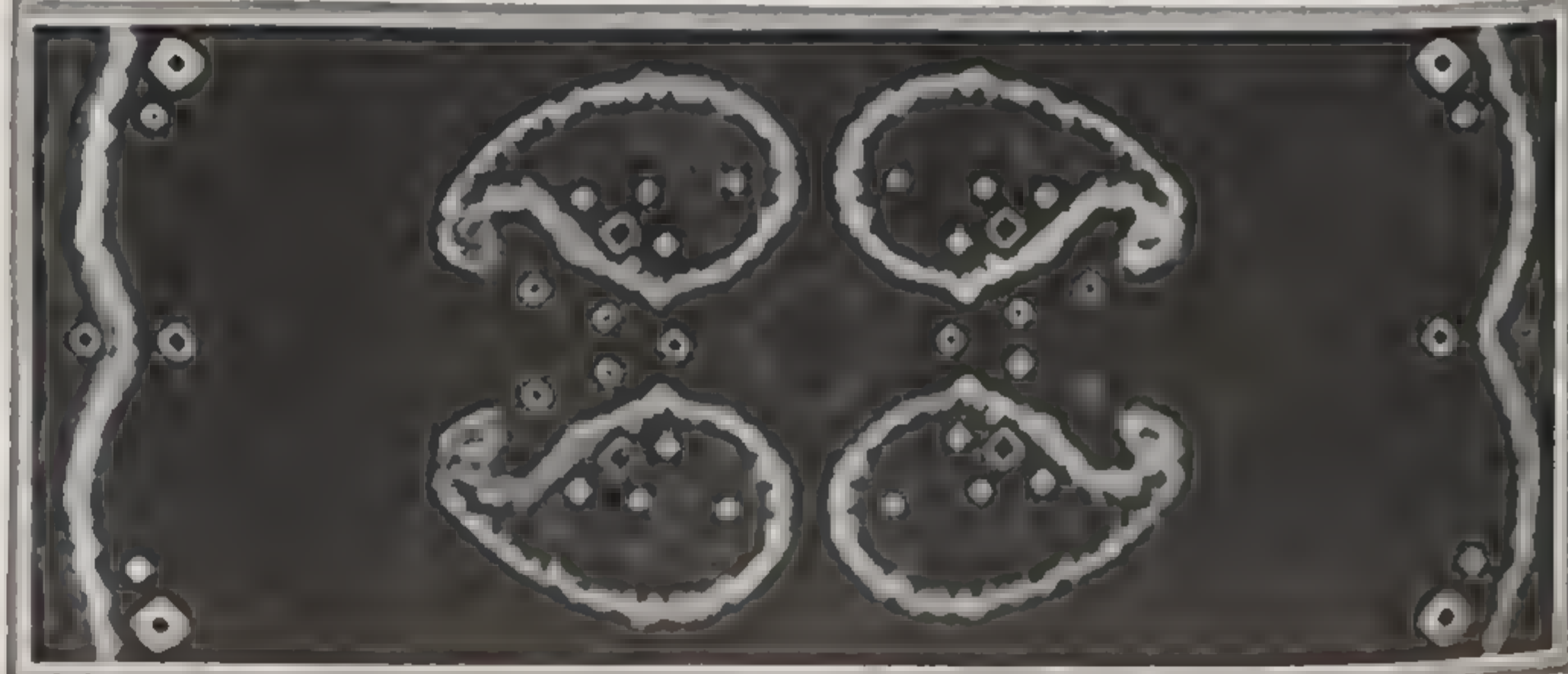
The rhythm of a block-printed design in black on a pale corn-colored ground is restful and pleasing; it won for its designer the fourth prize in the contest of fabric designs



This batik design of light and dark shades of blue on a dark ground won the second prize



Winner of the first prize was this batik design in light and dark reds and on black chiffon



Winner of a supplementary prize was this Persian design, familiar in the cashmere and Paisley shawls; it is in batik work and in a reddish pink on the brown of the silk ground



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have been times when it has
multiplied the principal); it
insures the business.

How can you include
your Good-Will in your busi-
ness assets? By capitalizing it
among the people. Good-Will
doesn't grow by the slow
process of interest, but by the
leaps and bounds of personal
influence. Magazine Advertis-

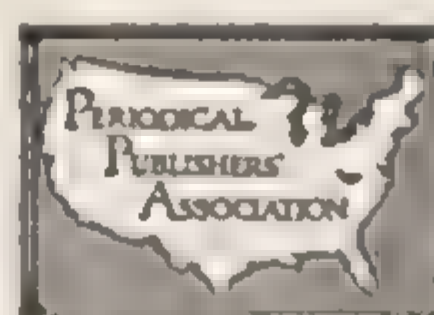
ing builds opinion in the fami-
lies of America. Opinion
spreads among housewives—
the good opinion with the bad
—and makes or breaks a prod-
uct. Win their approval, and
your future is assured. Maga-
zine Advertising is an Invest-
ment in Influence—not an
expense for publicity.

The basis of the suc-
cessful merchandising of a
good product is favorable opin-
ion—Reputation—gained by
repetition of Investment Ad-
vertising in Magazines.

Have you this form of
Investment in your business?
Will you discuss it with us?



PERIODICAL PUBLISHERS'
ASSOCIATION
Advertising Division
FIFTH AVENUE BUILDING
NEW YORK CITY



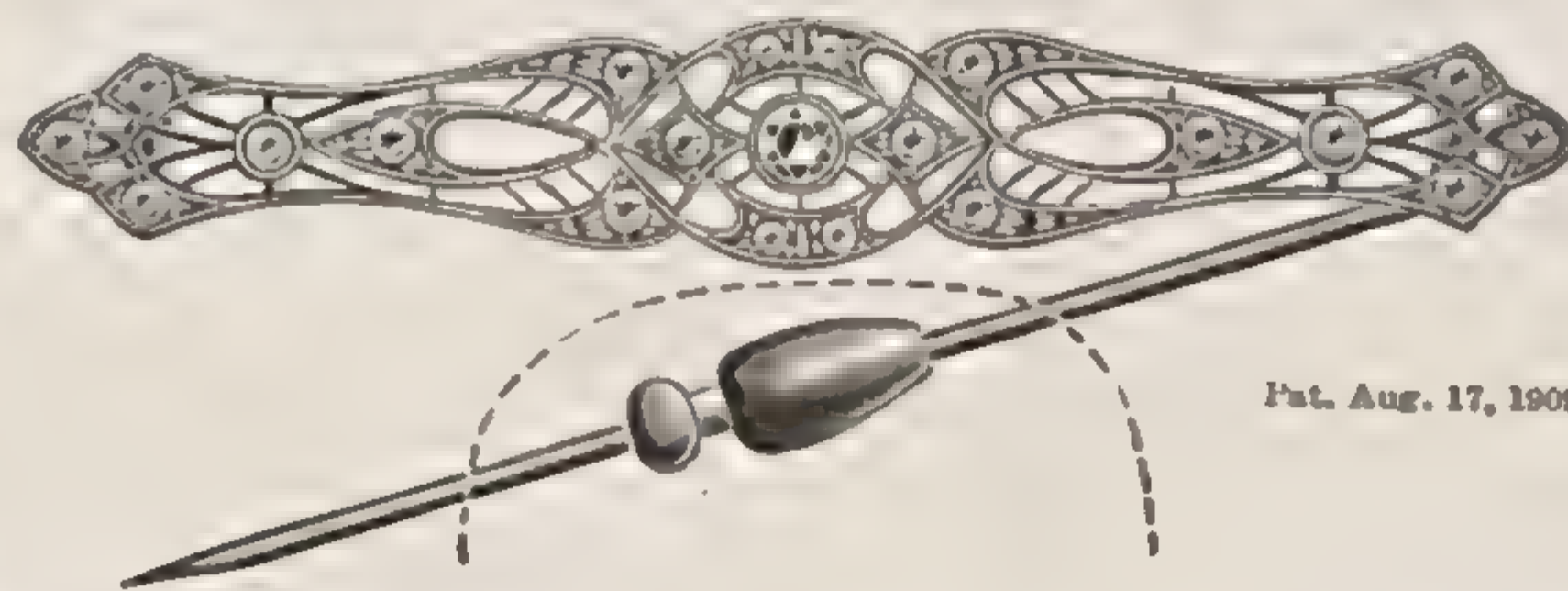
Ainslee's
American Magazine
Century
Christian Herald
Collier's Weekly
Continent
Cosmopolitan
Country Life
Countryside Magazine
Every Week

Farm and Fireside
Garden Magazine
Good Housekeeping
Harper's Bazar
Harper's Magazine
Hearst's
House and Garden
Independent
Judge
Leslie's Weekly

Literary Digest
McCall's
Metropolitan
Mother's Magazine
National Geographic
Outlook
Popular
Red Cross Magazine
Review of Reviews
St. Nicholas

Scribner's
Short Stories
Smith's
Something-To-Do
Sunset
To-day's Housewife
Vanity Fair
Vogue
Woman's Home Companion
World's Work

The Hold-On Clutch Secures It YOUR BROOCH OR BAR PIN ABSOLUTELY SAFE



Pat. Aug. 17, 1909

The Pin on Brooch or Bar-Pin cannot get beyond these points in fabric represented
by dotted line. Pin may become unfastened and hang loosely but the clutch prevents
it from falling. The HOLD-ON never slips after adjustment.

Look for "Hold-On" Stamped on Every Clutch

Insist on the HOLD-ON—it is Patented and
it is Contrary to Law to sell infringements

Hold-On Clutch Co., 85 John St., New York

Always a Charming Coiffure In Heat of Summer—In Moist Atmosphere The Water Wave Transformation

Many women with beautiful hair, wishing to rest
it during the summer months, wear a very light
Water Wave Transformation.

Made on a narrow lacey foundation, it measures
from ear to ear, but the beautiful waves cover the
entire head and join one's own hair, becoming a
part of the back coiffure.

The Beauty Bang
Price
\$2.00



Send
sample
cut from

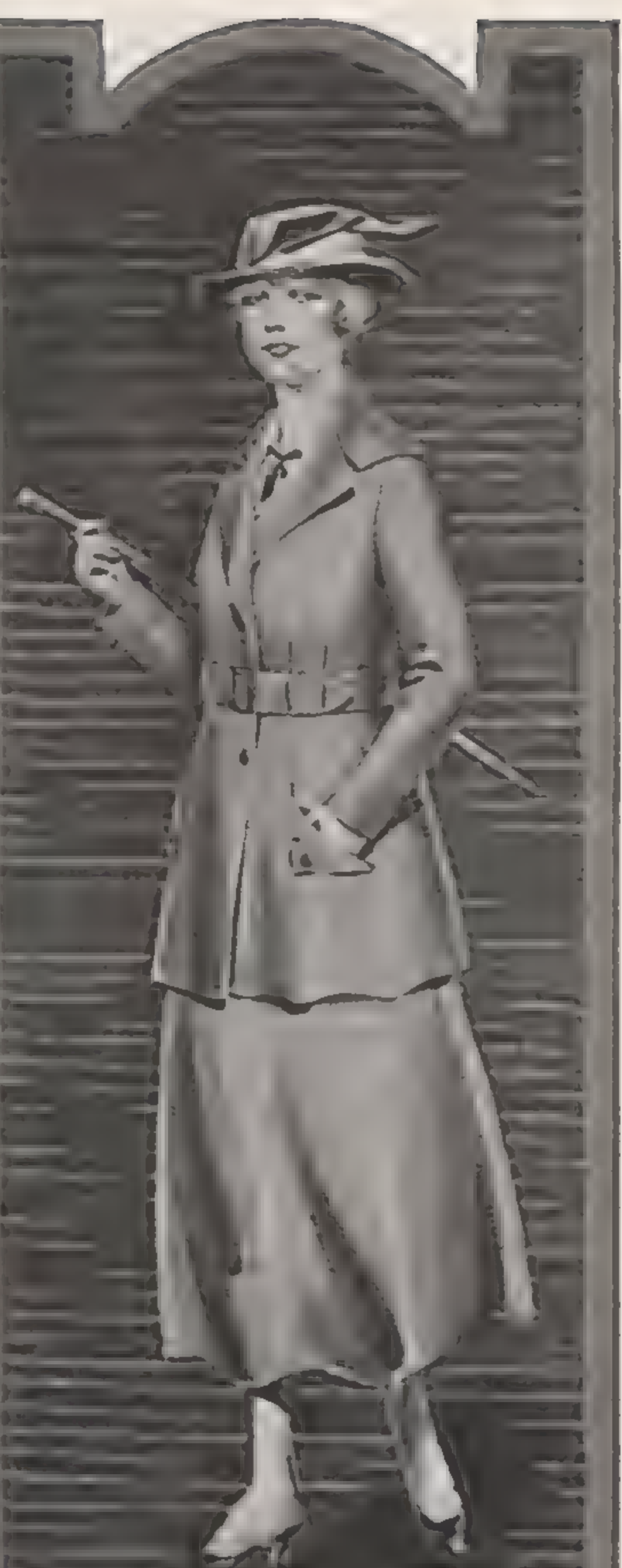
hair
around
forehead

The Water Wave Transformation insures a perfect
head dress in all kinds of weather and under all
conditions. Send a sample of your hair and let us
give you a price. Ask for Catalog.

"Health-glow"—Water-proof Rouge

Nature's own color. Compounded in oils. Cannot
injure the finest skin. Applied in the morning, lasts
throughout the day. Ideal for make-up before surf
bathing, motoring, all-day outings, etc. Tube Form
in fancy cover for shopping bag, 65c. Sample
Tubes, 10c. Sample face powder pad, 2c.

Bertha-Burkett Company
22 West 39th Street New York, N. Y.



BOULEVARD COATS and SUITS

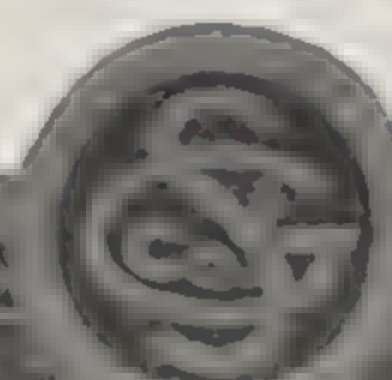
"BOULEVARD"
suits and coats
appeal im-
mediately to the
woman who ap-
preciates youth-
ful lines, style,
quality and
value.

Though inexpensive,
these smartly de-
signed outergarments
embody style fea-
tures of the very
newest vogue, are
tailored beautifully
and fit with the air
of the finest custom
made garment.

If your favorite shop
does not carry
"Boulevard" gar-
ments write to us di-
rect and we will tell
you where you can
procure them.

The style illus-
trated above is
sold in most good
stores for \$35.00

Goldman,
Sommerfield & Co.
1333 Broadway
New York



S O C I E T Y



THE famous 18-hole Golf Course of the Greenbrier Hotel, White Sulphur Springs, West Virginia, has probably made as many converts to the game as has the tonic of its waters restored to health, run down, overtaxed bodies.

The Baths and Links

of this most remarkable of all American health resorts are two irresistible enemies of all the varieties of illness that beset mankind. The one is an aid to the other. Exercise without enjoyment is of comparatively little value, while exercise without physical fitness is indeed a sorry undertaking. Bodily wellbeing and keen, pleasurable outdoor recreation are found in abundance and under the most ideal scenic and climatic conditions at

THE GREENBRIER HOTEL

White Sulphur Springs, West Virginia

The Bath Establishment connected with the Greenbrier is under the direction of expert physicians, assembled because of their experience, and is giving such approved treatments as the Radium, Nauheim, Vichy, Aix Dauche, Radio-active, Sulphur and Mud Baths—which have proved so highly beneficial in alleviating and curing Gout, Rheumatism, Nervous Prostration, Neurasthenia, Liver disorders, and other ailments.

A Balmy Temperature, due to the ideal location of the place, invariably prevails throughout the Spring and Summer months. It is at these seasons that the soothing fragrance of the air, the revivifying tonic of the springs and the beauty of the country itself lend an atmosphere of enchantment to this most famous of all American health resorts.

An elaborate book, illustrated in color, and descriptive of the Greenbrier, its baths and sports, will be sent on request.

FRED STERRY,
Managing Director

J. H. SLOCUM,
Resident Manager

Births

NEW YORK

Logan.—On May 31, to Mr. and Mrs. Spencer H. Logan, a daughter.
Maynard.—On June 3, to Mr. and Mrs. Herbert Maynard, junior, a daughter.
McArdle.—On June 19, to Mr. and Mrs. Robert McArdle, a daughter.

CHICAGO

Logan.—On May 29, to Mr. and Mrs. Stuart Logan, a daughter.

CLEVELAND

Pierrong.—On June 17, to Mr. and Mrs. Louis Almon Pierrong, a daughter, Antoinette Virginia Pierrong.

Deaths

NEW YORK

Butler.—On June 20, Lyman Collins Butler.

Hard.—On June 20, at his summer home at Lawrence, Long Island, Anson Wales Hard.

Potter.—On June 21, at his home in Whitehall, New York, Rear Admiral William P. Potter, U. S. N.

Rutherford.—On June 19, Alice Morton Rutherford, the wife of Mr. Winthrop Rutherford.

WASHINGTON

Chase.—On June 25, Captain Volney O. Chase.

Engagements

NEW YORK

Cleveland-Dell.—Miss Marion Cleveland, daughter of Mrs. Thomas J. Preston, junior, to Mr. William Stanley Dell, son of Mr. William Amos Dell.

Cunningham-Doster.—Miss Cecil Cunningham, daughter of Mr. Seymour Cunningham, to Mr. Alexis Doster, son of General W. E. Doster.

Day-Miller.—Miss Ann Talbott Day, daughter of Mrs. L. Ferman Day, to Mr. Danforth Miller, son of Mrs. Charles E. Miller.

de Haas-Carpender.—Mrs. Maurits F. H. de Haas, to Mr. William Carpenter.

Fitch-Hotchkiss.—Miss Alta Jane Fitch, daughter of Mr. Winchester Fitch, to Mr. Horace Leslie Hotchkiss, 3rd, son of Mr. Horace L. Hotchkiss, junior.

Harris-Harder.—Miss Gertrude Burbank Harris, daughter of Mr. John Francis Harris, to Mr. Lewis F. Harder, son of Mr. Francis Bradley Harder.

Hollingsworth-Atwood.—Miss Gladys Hollingsworth, daughter of Mr. W. T. P. Hollingsworth, to Mr. Frederick J. Atwood, son of Mr. J. H. Atwood.

Mackenzie-McNear.—Miss Elizabeth Graham Mackenzie, daughter of Mr. George Clinton Mackenzie, to Mr. George P. McNear, junior, son of Mr. George P. McNear.

Montgomery-Anderson.—Miss Margaret L. Montgomery, daughter of Mr. Henry E. Montgomery, to Mr. Rupert Wentworth Anderson.

Underhill-Porter.—Miss Dorothy E. Beckman Underhill, daughter of Mr. Rawson Underhill, to Mr. James Russell Porter, son of Mr. John L. Porter.

Violett-Brewster.—Miss Thelma Violett, daughter of Mr. Atwood Violett, to Mr. William M. Brewster.

White-Moller.—Miss Mary Esther White, daughter of Mrs. George W. White, to Mr. Charles George Moller, 3rd, son of Mr. Charles G. Moller, junior.

Wigglesworth-Mellen.—Miss Sylvia Wigglesworth, daughter of Mr. Henry Wigglesworth, to Mr. Joseph M. Mellen.

BOSTON

White-White.—Miss Louise L. White, daughter of Mr. Harry K. White, to Mr. George Crosby White, son of Mr. Sumner Wheeler White.

CHICAGO

Boice-Cox.—Miss Mary Edna Boice, daughter of Mr. Hugh Mitchell Boice, to Mr. Arthur Malcolm Cox.

PHILADELPHIA

Barnes-Todd.—Miss Sylvia Leland Barnes, daughter of Mr. John Hampton Barnes, to Lieutenant-Commander Forde Anderson Todd, U. S. N., son of Mr. Albert W. Todd.

Smith-Fahnestock.—Miss Edith Louise Smith, daughter of Mr. Horace Eugene Smith, to Mr. McClure Fahnestock, son of Mr. James F. Fahnestock.

Wood-Zara.—Miss Eleanor Rogers Wood, daughter of Mr. Thomas Dewees Wood, to Mr. Francisco Zara, son of the Reverend Michell Zara.

ST. LOUIS

Capen-Scudder.—Miss Isabel Capen, daughter of Mr. Samuel Davis Capen, to Mr. John Anderson Scudder, 2nd, son of Mr. James White Scudder.

WASHINGTON

Lockett-Hyatt.—Miss Pauline Adelia Lockett, daughter of Mr. James William Lockett, to Mr. Frank Hyatt, junior, son of Dr. Frank Hyatt.

Whiting-Stonestreet.—Miss Esther Whiting, daughter of Mrs. Alvord A. Cederwald, to Ensign Martin B. Stonestreet, U. S. N., son of Dr. Reginald Stonestreet.

Weddings

NEW YORK

Bradlee-de Gersdorff.—On July 3, at the bride's home, at Stockbridge, Massachusetts, Mr. Frederick J. Bradlee, junior, and Miss Josephine de Gersdorff, daughter of Mr. Carl A. de Gersdorff.

Schenck-Alexandre.—On June 30, at Spring Lawn, Lenox, Massachusetts, Mr. Frederic Schenck, son of Mrs. J. Frederic Schenck, and Miss M. C. Alexandre, daughter of Mrs. John E. Alexandre.

BOSTON

Streeter-Cheney.—On June 23, at the country place of the bride's family at Peterborough, New Hampshire, Mr. Thomas Winthrop Streeter, son of General Frank S. Streeter, and Miss Ruth Cheney, daughter of Mrs. William H. Schofield.

CHICAGO

Jones-Bridges.—On June 25, Mr. Owen Barton Jones and Miss Constance Bridges.

PHILADELPHIA

Clark-Conger.—On June 23, at the home of the bride's uncle, Mr. Bayard Stockton, at Princeton, Mr. Franklin Taylor Clark, son of Mr. Clarence M. Clark, and Miss Katherine Rutgers Conger, daughter of the Reverend Arthur B. Conger.

Wisner-Kirkus.—On June 25, in Trinity Church, Wilmington, Delaware, Mr. Paul Wisner, son of Mr. John H. Wisner, and Miss Harriet Kirkus, daughter of the Reverend Frederick M. Kirkus.

PITTSBURGH

Lyon-Tabb.—On June 23, at Winchester, Virginia, Mr. Alexander Parker Lyon, son of Mrs. Alexander P. Lyon, and Miss Mollie Creighton Tabb, daughter of Mr. Harlan Page Tabb.

PROVIDENCE

Nicholson-Sayles.—On June 23, Mr. Paul Coe Nicholson, son of Mr. Samuel M. Nicholson, and Miss Martha Freeman Sayles, daughter of Mr. Frank A. Sayles.

RICHMOND

Nolting-Wetherill.—On June 20, Mr. Carl H. Nolting, and Miss Phoebe Delaney Wetherill, daughter of Mr. Robert Wetherill.

ST. LOUIS

Young-Clifford.—On June 30, Mr. Truman Post Young, son of the late Daniel C. Young, and Miss Katherine B. Clifford, daughter of Mrs. Robert H. Clifford.

WASHINGTON

Manning-Howard.—On June 21, at the home of the bride's parents, Mr. Francis Bartlett Manning, and Miss Edythe Howard, daughter of Mr. Beale R. Howard.

Weddings-to-Come

NEW YORK

Allen-McDougall.—On August 25, in St. Peter's Church, Morristown, New Jersey, Miss Loraine Allen, daughter of Mr. George Marshall Allen, to Mr. Allan McDougall, son of Mrs. Allan McDougall.

Lift Corns Out with Fingers

A few drops of Freezone loosen corns or calluses so they peel off



Apply a few drops of Freezone upon a tender, aching corn or a callus. The soreness stops and shortly the entire corn or callus loosens and can be lifted off without a twinge of pain.

Freezone removes hard corns, soft corns, also corns between the toes and hardened calluses. Freezone does not irritate the surrounding skin. You feel no pain when applying it or afterward.

Women! Keep a tiny bottle of Freezone on your dresser and never let a corn ache twice. Small bottles can be had at any drug store in the United States or Canada.

The Edward Wesley Co., Cincinnati, O.

JAP ROSE SOAP

DELIGHTFULLY REFRESHING

FREE INSTRUCTIONS

On Canning and Drying
Vegetables and Fruits

WRITE

National Emergency Food Garden Commission
Maryland Building Washington, D. C.
Send two cents for postage

The Charm of Youth

No woman likes to part with it—nor is it necessary.

CARMEN Complexion POWDER

helps to retain this choicest of Time's fleeting gifts.

It adds to the skin a natural, flower-like glow that radiates Youth and Beauty.

White, Pink, Flesh, Cream
and Everywhere
STAFFORD-MILLER CO.
St. Louis, Mo.



Dance without perspiration annoyance

No need to let it ruin your gown—make your hands damp or wilt your partner's collar

It is said of the Empress Elizabeth of Austria, that to preserve her freshness during a dance, she was accustomed to change her gown several times during the ball!

The way you can be always sure of daintiness is by doing away with the excessive perspiration which is what robs you of your freshness and crispness.

How to find complete relief

Let this rosy hued toilet water—Odorono—bring you complete relief. It simply diverts excessive perspiration from the parts where it most troubles you and makes it come out evenly and unnoticeably over the entire body. It is quickly applied and is absolutely harmless.

Use it regularly, two or three times a week. It will relieve you completely from the annoying profuse perspiration wherever it bothers you most.

Think of the joy of being forever free from the annoyance and discomfort of perspiration, of always keeping your new gown unstained, fresh and dainty, of really possessing for all time the ir-

resistible, appealing beauty of daintiness.

No one can make you realize the unusual sense of dainty cleanliness, of fresh crispness you are missing until you have used Odorono just once!

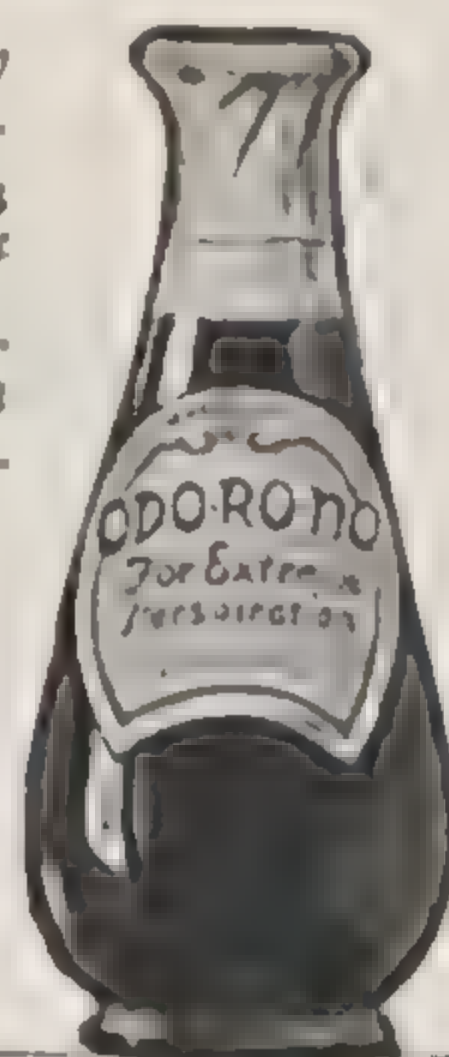
Then you can dance till dawn and the excessive perspiration which you have found so annoying and so embarrassing, will not trouble you.

Most professional dancers of the stage use Odorono constantly. They find no other protection for their gowns necessary and are never annoyed by perspiration.

For sale at all toilet counters in the United States and Canada, 50c and \$1.00. Trial size, 25c. By mail, postpaid, if your dealer hasn't it.

If you want to know more about perspiration and how to regulate it, write for booklet, "The Truth about Perspiration." We will gladly answer any special questions you wish to ask. The Odorono Co., 308 Blair Avenue, Cincinnati, Ohio.

Endorsed by
the leading physicians and skin specialists of the country. Your physician will recommend it.



ODO-RO-NO

The toilet water for excessive perspiration

FOOTER'S CLEANING & DYEING

is famous the world over for its thoroughness and safety.

Good work for thousands of pleased customers has placed us at the head of our profession.

Write for illustrated and descriptive booklets

Especially prompt and efficient service by Parcel Post or Express. Send your garments, dress materials, household furnishings, etc., direct to main office unless near one of our branch offices in New York, Philadelphia, Baltimore, Washington, Pittsburgh, or elsewhere.

FOOTER'S DYE WORKS

Main Office and Works

Cumberland

Maryland



Beautiful Furniture
PROTECT FLOORS and Floor Coverings from injury by using
Glass Onward Sliding Furniture Shoe
In place of Castors.
If your dealer will not supply you write us
ONWARD MFG. CO.
Monaca, W. Va. Berlin, Ont.

Wedding 100 Engraved Announcements \$5.40
Invitations, \$8.75, 2 envelopes for each. Each add 25c. Postpaid. 50 Engraved Calling Cards, \$1. Engraved birth announcements, 25c per dozen. Write for samples and correct forms.
Royal Engraving Co., 814-V Walnut St., Phila., Pa.



The most Original Hat Shop in town

La Galerie
Antoinette

London feather Co.

622 Fifth Avenue, New York.

THE UNPRETENTIOUS HOME

(Continued from page 53)

Wheat Bubbles
Puffed to
Eight Times
Normal Size



How Much Whole Wheat Do Your Children Get ?

They get white flour in scores of things, no doubt.
But what of the phosphates, lime, vitamins, etc.?

One cannot thrive without them, as you know. And they are in the outer coats of wheat.

Prof. Anderson's Wheat Multiplies the Supply

Puffed Wheat—invented by Prof. Anderson—supplies a whole-wheat dainty. It brings to children an all-day-long delight—a food and a confection.

It makes every atom of the whole grain available as food. No food cells are left unbroken. Here, for the first time—by steam explosion—every granule is fitted for digestion.

Every ounce of Puffed Wheat means an ounce of whole-wheat nutriment. In ordinary cooking at least half the food cells will remain unbroken. But here no element is lost.

And this whole wheat is tempting. Every taste calls for more. The airy bubbles are crisp and nut-like, yet as flimsy as a snowflake. Millions of children, in this delightful way, get their quota of whole wheat.

Puffed Wheat Puffed Rice

and Corn Puffs
Each 15c Except in Far West



With Berries

melted butter, and let children eat the grains like peanuts.

Let them take the place of part-grain foods, of sweetmeats and of cookies. They are even more inviting. They don't upset the stomach. And they supply the needed whole-grain diet.



In Milk

Both the Wheat and Rice are whole grains. And in every kernel we create a hundred million steam explosions.

Serve with cream and sugar, mix with fruit, or float in bowls of milk. Douse with

The Quaker Oats Company

Sole Makers

(1615)

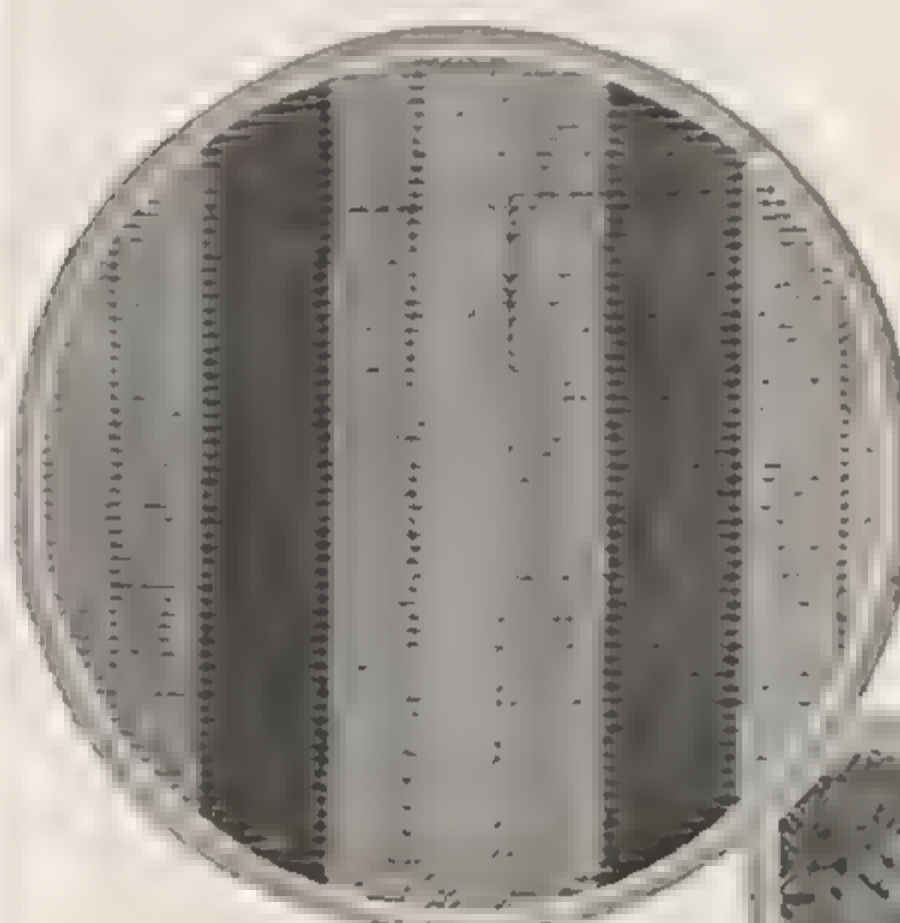
few really good ones are on the market. That illustrated at the bottom of page 52, at middle, is called "The Fêtes of Louis Thirteenth." It comes in strips which are six feet high and has a space of blue sky above the design, so that it may be cropped to suit various heights. Such a paper is most attractive when used above a wainscoting. In this particular paper, the design runs forty feet about the room without a repeat. The coloring is most pleasing; there are beautiful foliage greens in the foreground, the architectural features are in soft gray tones, the figures are clothed in gay-colored costumes of the period, and above all is a freshly clear blue sky, giving a sense of space.

This paper may be used in all its brightness, or it may be finished, after being hung, with a glaze which mellows it to such an extent that it looks quite like one of the charming old painted walls. This latter treatment is particularly desirable, because after it the paper may be washed from time to time, if it is very

carefully done, and always kept clean, and besides, it will last a lifetime. There is a little history connected with this paper as it is made in France by an establishment in whose court-yard the Revolution was started. The reprint of this paper, using the original blocks that were cut nearly a century ago, was begun just as the present war was declared, and owing to the interference of the war, it has only recently been completed. For a hall or dining-room, this interesting paper would furnish sufficient mural decoration.

Both of the illustrations shown on page 53 are of a drawing-room in a small New York apartment that was quite transformed at but slight expenditure as compared with the results obtained. When this room was taken in hand, the walls were papered with a bordered paper, the woodwork was stained mahogany, and the mantle was one of those commonplace affairs of mahogany and gaudy tiles that infest apartment houses;

(Continued on page 92)



For curtains is made this sunfast material of silk texture in green and gold checked stripes



Plain and herringbone stripes diversify a sunfast fabric in blue, copper color, green, and gold



In rose and gold, blue and silver, and other combinations is made this gauze

(Left) A blue and white linen flowered in pink and blue is 50 in. wide; \$3.50; border, 75 cents

(Right) Soft gray chintz has a design in blue, white and pink; 30 in. \$1.15



The black ground of this chintz is enlivened with a bird and flower design in brilliant colors; 50 inches wide, \$3.75



Very decorative are these bold patterned chintzes; gray ground, rose, violet, gold, and green; 50 inches wide, \$5.75

**Hats, Gowns,
Waists, Veils,
Neckwear, Furs**

Mourning Specialty House

Snappy Black Head-
wear to Be Worn with
Costumes of Color

Crocker

375 Fifth Ave. at 35th St., New York
Copley Sq., Boston



DANERSK

Oak and Walnut Furniture is made of beautiful wood that is sawed in our own mill in the mountains of North Carolina. We make and finish single pieces or complete settings for the entire house, that are beautiful in design, true to tradition and fashioned by skilled cabinet makers in our own factories.

Send today for New Complete Catalog "B-2," or call for consultation at Exhibition Rooms
ERSKINE-DANFORTH CORPORATION
2 West 47th Street NEW YORK
First Door West of Fifth Avenue, 4th Floor



NADINE
FACE POWDER
IN GREEN BOXES ONLY

Makes the Complexion Beautiful
SOFT AND VELVETY. Money
back if not entirely pleased.

Nadine is pure and harmless. Adheres until washed off. Prevents sunburn and return of discolorations. A million delighted users prove its value. Popular tints: Flesh, Pink, Brunette, White, etc. by toilet counters or mail. Dept. V.

National Toilet Company, Paris, Tenn., U.S.A.



LONG SANG TI
Chinese Cerio Co., Ltd.

323 Fifth Ave. near 33d St.
Importers of Chinese Objects of Art
Interior Decorations, Silk Embroideries, Artistic
Jewelry, Fine Porcelain, in exclusive designs
Send for 1916 Booklet V

Are Your Hands Older
Than Your Face?



**PÂTE
GRISE**

"The Friend of
Middle-age"

A STIMULATING POMADE FOR AGING HANDS.

Postpaid \$2.00
Dept. A. Booklet

"Do Your Bit" Outfits

in August 1st

VOGUE



One of the khaki military coats shown in our "Seen in the Shops" pages this issue. Stitched and bone-buttoned, its price is \$8.75; the impudent little forage cap is \$3; and Vogue's Shopping Service will buy them both for you.

In Khaki and Under Canvas

Quantities of khaki clothes are being shown this summer; but only now and then can one find inexpensive models that will pass muster with the well-dressed woman.

For such smart soldierly things, Vogue has searched everywhere; and its findings are in this issue.

Khaki suits, exceptionally well-cut and tailored; military coats, bloomers, forage caps, puttees, slickers, and the like—Vogue shows them all. A gray suede suit of breeches, shirt, and skirt, for smart house party wear in the mountains, is here, too.

All are of the best material, cut and tailored irreproachably, and suitable for military, camping, or country service.

Mufti for Town Wear

Nor has Vogue forgotten that the most military of us all cannot refrain from coming to town to take a fascinating peep at the autumn modes; and it has chosen for this issue several smart street frocks, a between seasons hat or so, and various things needed to tide our wardrobes over until the real autumn modes arrive.

Interior Decorations

The decorator leaves you a beautiful background. Now comes the delight of putting your own personality into your house — of finding just the carved Venetian mirror, the soft-toned flower-bowl, the tall Italian chair, the rich embroidered chasuble that express your own personal taste. Twenty-seven such lovely things are in this Interior Decoration Number on pages 42-63. And please do look at the red pigskin Chinese trunk on a red-and-gold lacquer stand. Did you ever see a lovelier color note for the hall or a more glorious haven for the humble rubber?

Vogue will buy any of these things — just tell us the page, your preferences and size; in-
close a cheque; and that's all. Address the

VOGUE SHOPPING SERVICE

19 West 44th Street, New York City



"I bet you're the only girl in the whole house that didn't have to fuss with her hair when she took her hat off," said the young man admiringly to his theatre companion.

"Poor things," laughed the girl, "if they only knew that all they need is a Fashionette!"

Fashionette
Invisible HAIR NETS

are made of finest human hair, in every shade, sterilized, and specially processed for absolute invisibility and exceptional strength.

Your choice of self-conforming, cap-shaped, or all-over styles. Each net packed in a sanitary envelope. Satisfaction guaranteed. AT ALL GOOD STORES.

15c each—two for a quarter.
White or grey—25c each.

Colonial Quality
Samstag's New York

1200 Broadway

Your School Problem

will be solved if you will merely state your case to the

CHICAGO DAILY NEWS
SCHOOL AND COLLEGE BUREAU

Write us (1) Kind of School. (2) Location preferred. (3) Amount you desire to spend. An expert, who has made personal investigation of the leading schools and colleges of this country, will help you choose the school best adapted to your needs. Our information is absolutely free.

THE CHICAGO DAILY NEWS
SCHOOL AND COLLEGE BUREAU
Chicago, Illinois

Another Big Victory for

DUNLOP
GOLF BALLS

MRS. W. A. Gavin, winner of the Metropolitan Women's Championship at Piping Rock used the new DUNLOP "30" DWTS. (This medium size, medium weight DUNLOP will be on the market shortly.)

Try DUNLOP "29" small size, medium weight, or "31" small size, heavy weight.

810 per dozen
85c. each

For sale by Golf Professionals



DUNLOP RUBBER CO., Ltd.
Founders of the Pneumatic Tyre Industry
Birmingham, Eng.

American Representative T. W. Niblett
Suite 1103S—34 West 33rd Street, N.Y.

Canadian Distributors:
Dunlop Tire and Rubber Goods Co., Ltd.,
Toronto

Emmerich

STANDS FOR THE
Finest in Imported
WALL PAPERS

An Invitation

THE Emmerich Company has now opened studios where the public can view the choicest collection of WALL PAPERS from England and France.

For years the leading decorators have been coming to us to obtain materials with which to execute their artistic ideas.

Ask your decorator to show you our collection if not convenient for you to call.

Our consulting department is at your disposal.

F. J. EMMERICH COMPANY, 36 West 37th Street, New York

The Sport Alluring

LEARN to shoot. Every man—every woman—should be an expert with the gun. An hour or two at the traps each week will prove the finest kind of a treat.

Trapshooting is keen, clean sport with a thrill of excitement—an undefinable challenge to your spirit of achievement—in every target thrown.

Winging the wily clay pigeon has become quite de rigueur in smart country places and is proving a welcome boon to both host and hostess in the entertainment of house parties.

The "Sport Alluring"
booklet on request

E. I. Du Pont De Nemours & Co.

Wilmington  Delaware



THE UNPRETENTIOUS HOME

(Continued from page 90)

there were ugly, heavy, stained mahogany doors with transoms of ground glass, and the chandelier in the center of the room was an unspeakable affair designed for the sole purpose of burning both gas and electricity at the same time.

RECLAIMING AN APARTMENT

The first step was to remove the wall-paper and panel the walls with narrow, flat, wood mouldings. The picture moulding was raised and placed in the angle where the wall and ceiling meet. The unsightly doors and transoms were replaced by well-designed glass-paneled doors, and the mantel gave place to a simple inexpensive one of good design. After the cracks in the ceiling and walls had been cut out and replastered, the walls, woodwork, mantel, and tiles were given four coats of flat putty colored paint; in this case the walls were not even covered with canvas, but the result was most satisfactory. The center light was taken down, and delicate side lights, together with lamps attached to base plugs, created a quiet and pleasing light.

A knotty point in decoration was presented by the fact that one end of the room was shaped like a bay window, but, instead of being a true bay, had only two windows, one in the center and one at the left, while the space at the right was filled by an ugly closet door, giving the room an unbalanced appearance. This was overcome by the simple means of replacing the closet door with a mirrored door and using at the windows putty-colored taffeta curtains edged with a blocked fringe of put-

ty, blue, and black that gave them character without over-emphasis. These curtains were reflected in the mirror door and this also helped to remove the feeling of lack of balance in the room.

Most of the furniture used in the room was old, having been in the family more than a generation, and fortunately was appreciated and loved by its owners, so the room immediately took on an intimate air, yet had a dignity that was surprising in a room of its size. In the dining-room, which opened into this living-room, as appears in the photograph at the top of page 53, the walls were wainscoted in dark oak finished with a plate rail, the mantel was of the same dark oak with tiles of vivid red, and the doors had ground glass transoms. It was not practicable to replace the mantel and doors, as had been done in the drawing-room, so the plate rail was removed, the walls and woodwork were painted putty color to match the drawing-room, and the mantel

and tiles and the glass transoms were painted to match the walls. Only one who had seen the original apartment could appreciate the transformation accomplished by mere paint.

The hall and the other rooms that opened into it were paneled and painted the same color; this is an excellent way to treat any small apartment or house, as it produces restfulness, dignity, and space. With such a treatment, there need be no fear of monotony, for the very fact that the walls are restful permits the use of smart chintzes and many colorful things, and flowers may give delightful variety against such a background as this.

(Continued on page 94)

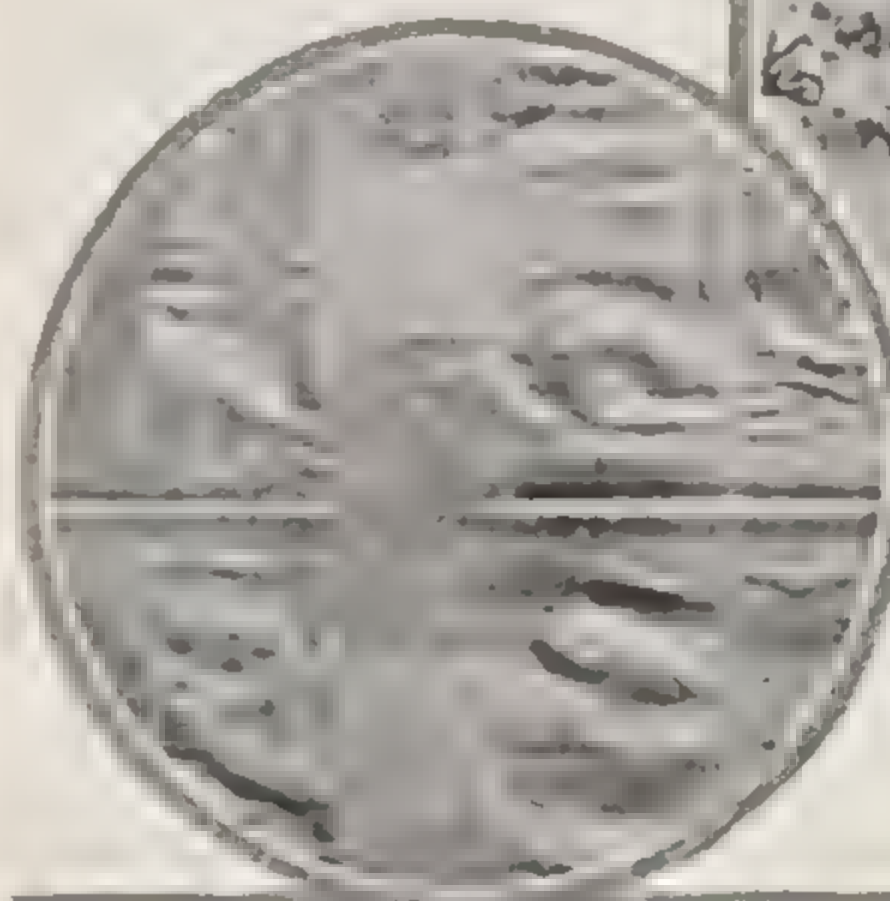


A damask copied from one in the Vatican is in two colors

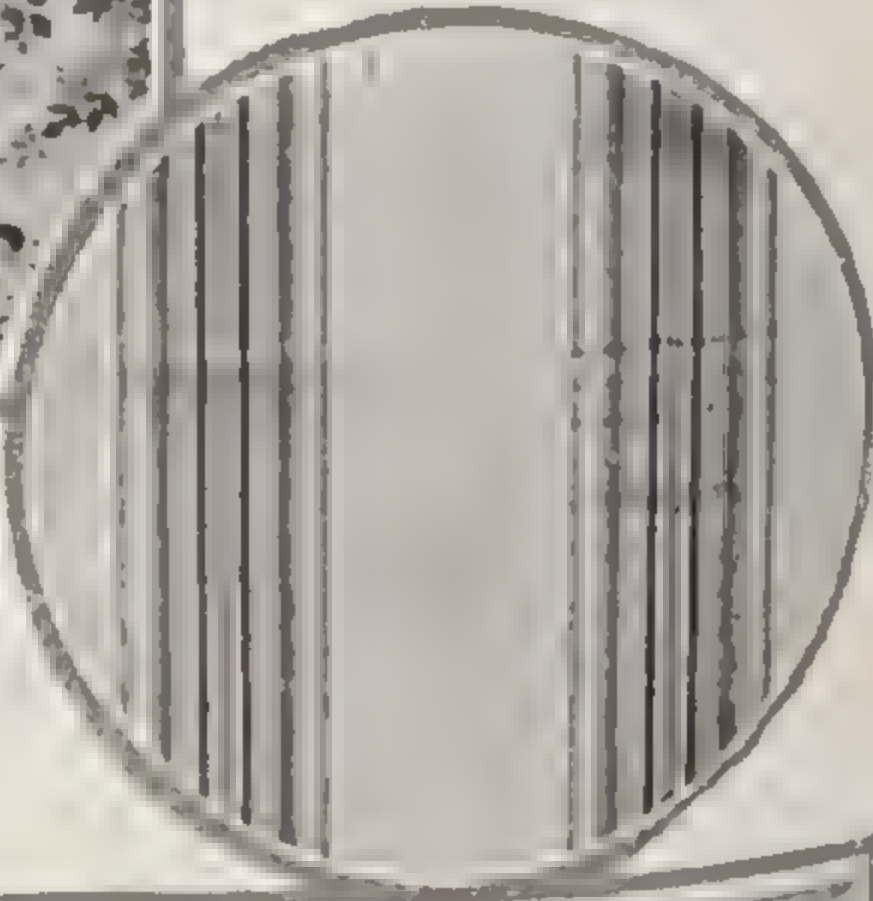


(Below) Impervious to sun and rain is this fabric (in colors) which copies an imported taffeta

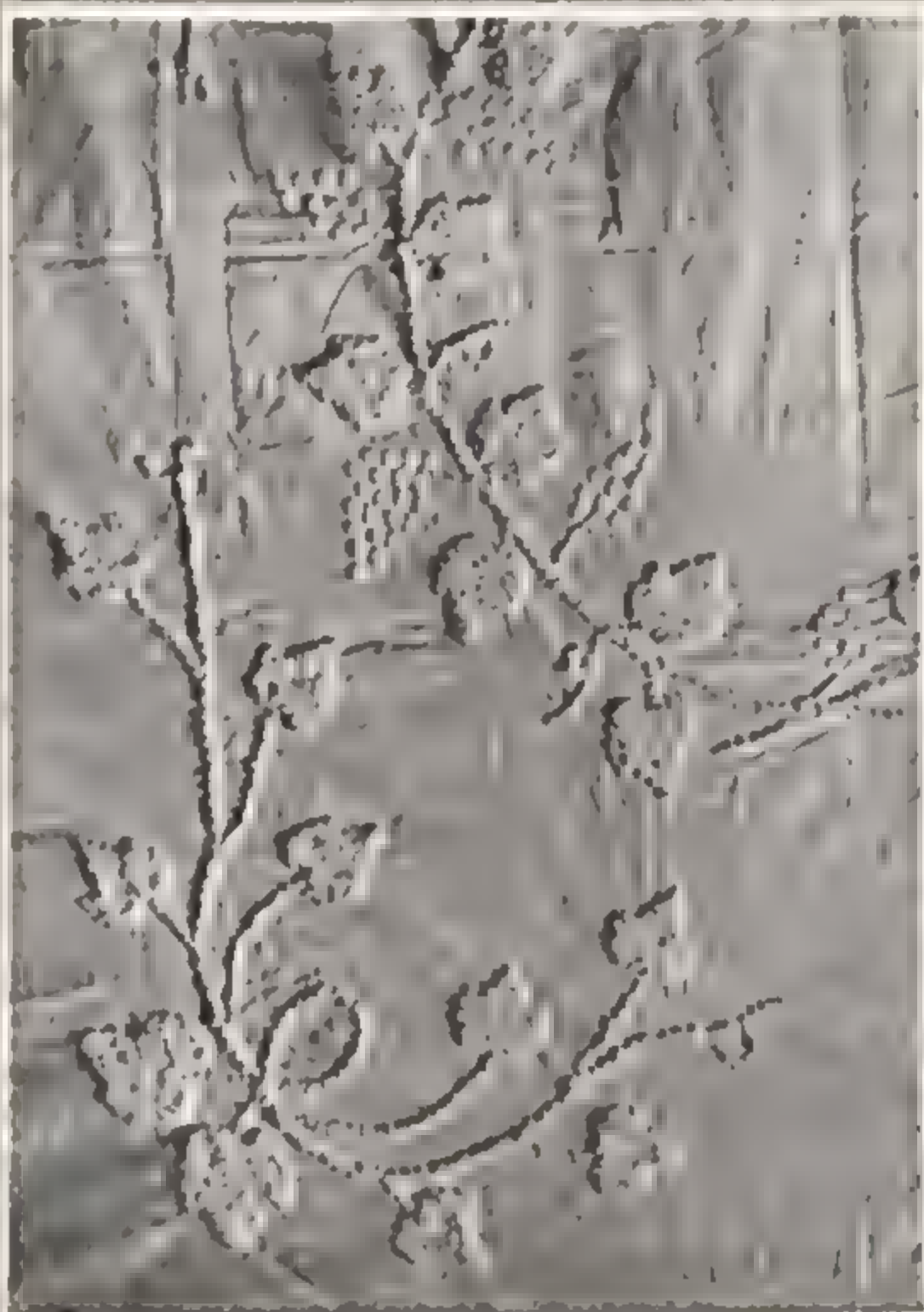
(Below) This silk gauze in color is woven with a lace-like medallion; 50 inches wide, \$3.75



A wall-paper of Chinese design in black and white, \$1.25 a roll; in colors, \$1.80



To make the nursery walls both interesting and hygienic is no easy matter. One solution of the problem is to use a plain paper and a picture paper, either as a border or cut out. A glaze is applied after the paper is on, making a wall which can be washed; 40 cents a yard



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These spreads are exact reproductions of beautiful old English bedspreads made 100 to 150 years ago. The designs are worked entirely by hand and the fringe is hand-tied. They can be ordered without fringe if the spread is to be tucked in and with fringe on the sides only for beds with foot boards. We will make the spreads to measure without extra charge.

Although originally intended for Colonial furniture, the Alnwick Bedspreads are suited to any style of bed.

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Alnwick Bedspreads are an investment, for they last a lifetime.

An Antiseptic Liquid

Use Twice a Week

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Keeps the Underarms Dry and Odorless

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Have you been receiving Vogue at your summer country home? Then you are probably planning to return to town shortly. The autumn fashion numbers of Vogue (beginning September 1) are all-important. Naturally, you do not want to miss a single one.

Unlike letters, magazines are not forwarded by the post office. Therefore, if you subscribe to Vogue and wish to receive your copies at your autumn address, you should give Vogue's subscription department at least

Three weeks' notice

so that your address may be corrected in our files and your copies of Vogue may be sent direct to your autumn address without loss, delay, or the trouble of corresponding with postmasters about forwarding copies.

To save yourself inconvenience

FILL OUT THIS BLANK

and mail it to us at once. It will insure your receiving the all-important autumn fashion numbers of Vogue at your town address.

CHANGE OF ADDRESS BLANK

VOGUE

19 West 44th Street
New York City

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Please change my present summer address as given below,

Name

Street..... City..... State.....

Present summer address

and send my copies of Vogue to my autumn town address as given below, beginning with the.....number

Name

Street..... City..... State.....

Autumn town address



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Pettijohn's is a luxury food, but 25 per cent bran.

To countless people it has shown the way to better health and cheer. Any doctor will advise it as a daily dish.

Everybody likes it. The bran is hardly noticed, but it brings results. Please learn how much it means.

Pettijohn's

Rolled Wheat—25% Bran

A breakfast dainty whose savory flakes hide 25 per cent unground bran.

Pettijohn's Flour — 75 per cent fine patent flour with 25 per cent bran flakes. Use like Graham flour in any recipe.

Both sold in packages only.

(1629)

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Not enough closet room? FOLDWARDO makes a closet in every room—just hang it on the wall or can be used in any closet. Dust proof, and can be carried in suit case or trunk.



You can hang 8 or 10 suits or dresses

Linen color\$5.00
Cretonne and art ticking...\$6.00 and \$7.00
Sent Parcel Post C. O. D., postage prepaid.
Money refunded if not satisfactory.

FOLDWARDO SALES CO.

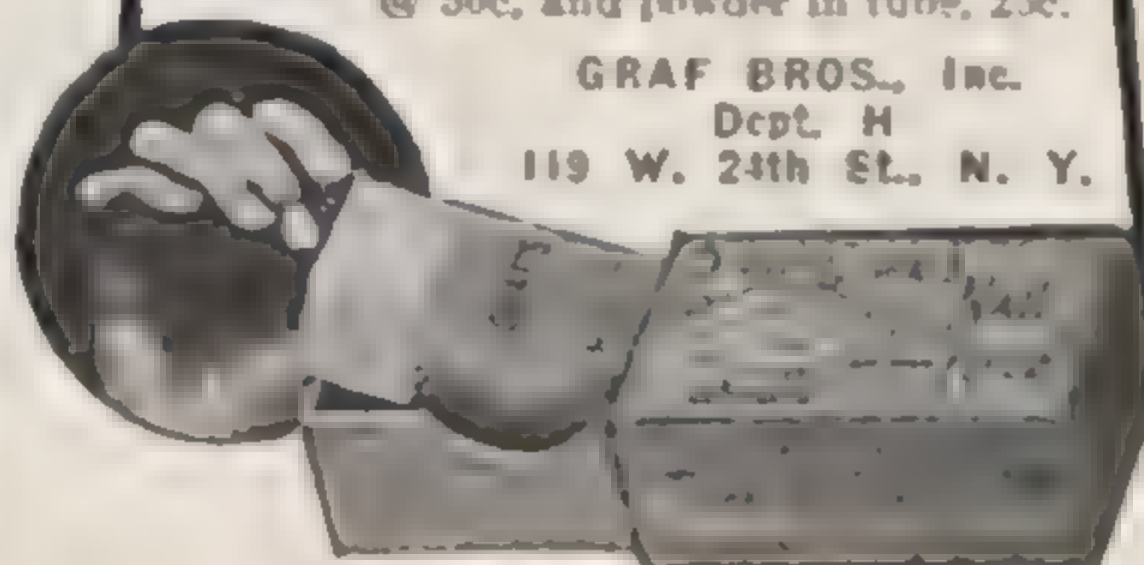
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A new 25c size cake

HYGLO NAIL POLISH

A new and daintier size cake of this instant waterproof nail polish is now on sale at your favorite Drug or Department Store. Ask for it when you next buy HYGLO. Also in larger cake @ 50c, and powder in tube, 25c.

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The Leading Dress
Silk for the coming
Fall and Winter....
Vanify Satin will
be the favorite...
fabric at the
smartest functions.
A request mentioning
the name of your...
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we will send you...
samples. ♦♦♦♦♦
Kohn, Adler & Co.
Philadelphia



Both the washable cape-skin gloves and the tan cowhide belt are necessities of camp life; gloves, \$2.50; belt, \$1.50

SEEN in the SHOPS

(Continued from page 65)

with every motion of the leg. They are made of a heavy dark brown woolen material. They exclude dirt and pebbles, are easily adjusted, and may be packed in a compact little roll.

The trusty "slicker" need no longer be an exclusively masculine affair, for it may be had, these days, in a soft willow green or a pleasant shade of tan, as well as in black. It best excludes the elements when it is closed down the front, like the model sketched at the lower left on page 65, but this necessitates its being pulled on over the head, and one's coiffure suffers accordingly. This may be avoided, however, in the model which may be had slit in front and in back, for use in the saddle. The "sou'wester" worn with it may be had in the same shades as the coat. It ties under the chin for greater protection from cold or wet.

Two practical accessories of the camper's outfit are sketched at the top of this page. The wash glove is of a good quality of cape skin; it is especially cut so that it pulls on and off with the greatest of ease. The military leather belt is of tan cowhide, one inch wide, and it fastens with a trim brass buckle of military order.

To return from the camping trip to civilization, there is no question but that one's first interest, as autumn approaches, is in the new millinery, and one's second is in the ever reliable one-piece dress, that mainstay of the spring and autumn wardrobe. The two frocks at the bottom of page 65 have just been designed for autumn, and, while they show no decided

changes, they have nevertheless little details that are sufficiently new to attract. The frock in the middle is particularly smart, with an unusual bodice which is cut in one with the front panel of the skirt. The material is a soft dark blue serge, and the braid effect is attained by black satin bands. The soft wide belt section crushes at the sides and narrows down to a sash in back, where it hangs in two ends over the full plaited skirt. The collar is of embroidered organdy, oddly finished at the edge with a narrow dark blue chenille fringe. The tie and buttons in front are of black satin. Worn with it is a smart mushroom hat of felt; its brim is bound with silk, and the silk band round its crown is finished with two worsted ornaments in a contrasting shade. It may be had in many color combinations, and is equally appropriate for town or country wear.

The frock at the right is of blue or black serge,—in either case, bound with black silk braid. Its unusual skirt is widely plaited in front and has two pointed flaps at either side trimmed with narrow black soutache, which also decorates the front of the bodice. A simple white satin collar gives a pretty finish. A between-season hat, which has a charming color combination to recommend it, is sketched with this dress. It is of blue felt with narrow strips of white hemp straw and an ornament in the front of white, green, and rose worsted. It may be ordered in any color combination one chooses, to match any costume.

SALE

10%
Discount

Mrs. Adair's Ganesh Preparations

Beginning August 1st
Ending September 15th

THESE are the famous preparations used by discriminating women of society in America, England and France. A full description of the Ganesh Preparations is contained in Mrs. Adair's Lecture Book, which will be sent on request.

When ordering, deduct 10% from the regular prices given below. Send cheque or money order.

GANESH EASTERN MUSCLE OIL—Eases faces wrinkles; builds up sagging tissues; makes flesh firm and healthy. \$1, \$2.50, \$5.

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GANESH LILY LOTION—An incomparable liquid powder. Prevents and relieves tan and sunburn. Pink, cream, white. \$1.50, \$2.50.

GANESH NEIGE CREAM—Greaseless; protects skin from sunburn and wind-roughening. Makes powder adhere. Pink, cream, white. \$1.50.

GANESH FRECKLE CREAM—Frees skin from freckles, tan and discolorations. \$1.

GANESH CLEANSING CREAM—Cleanses pores thoroughly. Exquisitely pure. Does not induce growth of hair. 75c, \$1.50 and \$3.

GANESH SKIN FOOD—Firms muscles and fills out hollows. 75c, \$1.50 and \$3.

GANESH BEAUTY SACHETS—Used instead of soap, they remove blackheads. Box of 20, \$2.50.

GANESH JUNO—A cream for rounding out and firming neck and bust. \$1.25, \$2.25.

GANESH EYELASH & EYEBROW TONIC OINTMENT—Grows luxuriant, velvety lashes. Deepens color. \$1.

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In the cool, restful atmosphere of Mrs. Adair's Salon, summer travelers will find a Ganesh Strapping Muscle Treatment very enjoyable, as well as beneficial.

MRS. ELEANOR ADAIR

557 Fifth Avenue, New York

92 New Bond St. W., London

5 Rue Cambon, Paris

THE UNPRETENTIOUS HOME

(Continued from page 92)

Nursery walls offer another problem in decoration, and there are very few papers that are suitable for use, although there are a good many designed for the purpose. That illustrated at the bottom of page 92 may be used successfully. The side-wall paper has a pebbled surface and comes in lovely soft blue, pink, and cream; the borders may be used as a band, or the figures may be cut out and applied. After the paper is on the walls, it may be treated with a glaze that will protect it and soften the color; this will also make it possible to wash the walls with a soft damp cloth. When it is not possible to have walls painted and given a painted decoration, this is a very good substitute, and such a wall is much more interesting to little people than plain painted walls, with their monotonous surface, would be.

THE ESTHETICS OF THE VICTROLA

Ugly victrolas can no longer urge necessity to excuse their existence. Designers have of late been busied in the creating of most delightful cases of many sorts in which to keep the instruments and the records. Two of these victrola cases are illustrated at the bottom of page 52 and serve to show the success which has been

attained in making the victrola a thing of beauty; others in the form of commodes are quite as charming as these.

Floor coverings have been quite revolutionized with the advent of plain rugs. While the fine oriental rug is always a thing of beauty, the less expensive varieties are often strong in color and oppressive when used in a small room. The plain rug is restful and gives a sense of space, besides making a very satisfactory background. These plain rugs may be had in carpets of almost any grade; there are exquisite hand-tufted ones that are made to order, chenille rugs that are already made in nine, twelve, and fifteen feet widths, and there are the plain three-quarter carpets in wilton or velvet, which are sewn together and can be made to fit any room. There is also a new felt carpeting that makes a very attractive floor covering and a particularly durable one; it is a heavy plain felt, imported from England, and comes in beautiful grays, olive greens, and sand color. This felt is moth proof and fifty inches wide; it is not so expensive or so handsome as a wilton or velvet carpet of good quality, but there are many places where it is preferable to the more expensive carpet.

FLORENCE ALLEN MASTICK.



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Lane Bryant **MATERNITY CORSET** is built for the true maternity figure with full knowledge of its requirements.

Retains Stylish Figure; Preserves Health; Relieves Fatigue. Supports abdomen and vital organs; preventing injury to mother and child.

Order today, giving present waist measure. We prepay all charges. Satisfaction guaranteed or money refunded.

Write Dept. V29, New York, for complete Book of Fashions. Maternity Coats, Suits, Dresses, Skirts and a full assortment of Baby needs.

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In Every Issue of Vogue NEW PATTERNS



Cut as soon as a new mode is accepted

Admittedly, Vogue is the first to know what is *la mode*. It has the earliest fashion information; years of experience; skilled judgment in forecasting what modes will be worn by American women generally and what are mere passing fancies. Therefore, Vogue can—and does—cut new patterns every two weeks, embodying what Vogue knows to be the latest accepted silhouette and line.

Shown as soon as cut

Vogue's service cannot be compressed into one copy a month—its timeliness, its speed, and its determination to give the last authentic word demand that it be published semi-monthly, and made up, like a daily newspaper, very closely in advance of its publication date. Therefore, in every issue of Vogue appear the newest and smartest of its just-out patterns, assuring you the very latest features of the changing style.

Repeated as long as they are smart

Because Vogue cuts—and shows—its patterns at the very beginning of a new mode's vogue, they hold their style much longer than ordinary patterns. For example, Vogue began showing the chemise blouse in pattern form last November; it is still quite as favored.

Dropped the instant they are *passée*

You can be absolutely certain of the correctness of every pattern shown in Vogue, for never, under any circumstances, will Vogue permit a pattern to appear in its pages that next week or next month will be a trifle *modé*. Long before you realize that this sleeve, that collar, is no longer favored by well-turned-out women, Vogue knew; and snip! out comes the pattern from Vogue's proof sheets and in goes one perhaps cut that very day.

*By using Vogue Patterns, you
halve your dress expense and
double your dress distinction*



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For that soft, charming simplicity of hair arrangement—it's KLEANET always.

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AN EFFECTIVE
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THE use of EVERSWEET, a dainty white odorless cream, will destroy odors caused by perspiration.

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It is not injurious to the skin or clothing.

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Let me tell you the secret of a youthful face. Every woman who has a single facial defect should know about my

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which remove wrinkles and "crow's feet," fill up ugly hollows, give roundness to scrawny necks, clear up sallow skins and restore the charm of girlhood beauty. No creams, massage, in a k plasters, straps, vibrators, "beauty" treatments or other artificial means.

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I offer the exercises at my own risk. No woman need be disappointed. Write for my Free Book, which tells you just what to do to make your complexion smooth and beautiful. Write today.

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CLEAR **Cuticura** **SAVES**
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QUICKLY REMOVE
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Comfort, abdominal support, dress as usual, normal appearance, protection for mother and child. Invisible system of enlargement.

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SAME CORSET ADAPTED FOR
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Take Amolin With You

This deodorant is necessary to your traveling outfit. Dance, play, work, Amolin will keep you sweet and fresh by preventing all perspiration odors. Amolin is a personal deodorant powder, antiseptic and absolutely harmless. Sold at toilet counters in 15c and 25c cans. If your druggist hasn't it, write us.

AMOLIN CHEMICAL CO., Lodi, N. J.

FIRST CATCH YOUR DECORATOR

(Continued from page 55)

carry stocks of furniture, fabrics, paintings, and other decorative and useful accessories for the home. These shops are always ready to take entire charge of the decoration of a house. They are, of course, in business to sell their merchandise, as much of it as possible, more or less irrespective of its environment. They stand in the same relation to the professional decorator that the drug store has to the physician, except that the law strictly limits the professional advice which a pharmacist may give, while the shop-keeping decorator is limited only by his client's bank account. Both decorator and shop-keeper (like physician and pharmacist) are indispensable, and these shops import excellent examples of antique furniture, tapestries, other furnishings, and both decorator and client procure much of decided value from them.

DECORATORS WHO BEGIN AT THE TOP

Another considerable group consists of decorators without ability and usually without training, who may be successful or otherwise. This class is comprised of amateurs, young "gentlemen" and young "ladies" who "go in for decoration," and women of social position or high connections who find it necessary to earn a living. A great proportion of the successful decorators—financially—are just this type of people, who enter the business from the top and not the bottom. If these decorators are agreeable and have the ability to make friends, they are usually successful from their own point of view. Those who desire a lovely home, however, would do well to remember that the decorator's personality is of no earthly use in the decoration of a house. One might as well select a bond for investment because one took a fancy to its color. Decorators of this class may be easily determined by a few careful inquiries as to the professional training of the decorator in question.

To a third class belongs the decorator of taste and training. Able decorators, like all those who seriously enter a profession, have to devote conscientious years of study, preferably in a school of reputation, and serve an apprenticeship under properly trained practitioners. They should have a clear understanding of architecture and a thorough knowledge of the history of decoration and of the principles of esthetics, especially in their relation to color. They must know the history of textiles and the value and wearing qualities of modern fabrics and a thousand and one other matters. In short, it is necessary to begin at the bottom and work up, establishing a firm foundation for future work. The decorator who has had this training, I would recommend. Such a decorator will have but one aim—a successful interior of artistic merit. If they are successful financially, well and good, but that must be a second consideration.

THE ARCHITECT AS DECORATOR

The fourth class of decorators consists of architect,—not so great a paradox as it sounds, for what is decoration but the architecture of the interior of the architect's building? Among the architects at the top of the profession are men of careful training and excellent taste, and when such men as these carry through the interior decorations of the buildings they design, the results are admirable. The architect, however, will not decorate a building unless he has been the author of it, so that his services are available for only a limited number of cases.

It is apparent that of those who do decoration, the third class, the trained specialists in decoration, are those whose help will prove of most value to the

average householder. Much can be learned from an interview, if one will but beware of letting a pleasing personality and a pleasant manner warp the judgment. If a decorator with an unfortunate personality has made a success, it is comparatively certain that the success was made on professional merit. The prospective client should inquire the number of years which have been devoted to study and apprenticeship, examine photographs of work, and, if possible, see actual rooms which have been arranged by this decorator. Consultation with any friends one may have who are engaged in the fine arts may also afford assistance. This method may not lead directly to one of the best decorators, but it certainly will bring about better results than are given by the usual haphazard selection.

Even the selection of a competent decorator, however, does not by any means assure a successful result; much may depend upon the relations of the client and the decorator. Confidence in the decorator selected is essential. The client should strive to maintain a sympathetic and receptive mood towards the schemes submitted for discussion and should allow the designer considerable latitude in carrying out the detail, for his enthusiasm will be in direct proportion to his freedom.

THE MOMENTS OF SUSPENSE

There will unquestionably be moments of doubt as the work progresses, but judgment should be reserved for the completed work. It is difficult for the layman to visualize the results in advance, and what seems a mistake may be the artistic climax of the work. A natural mistake, and one to be carefully avoided, is that of submitting suggestions of the decorator to the judgment of acquaintances. These acquaintances can not possibly know the many intricate conditions pertaining to the problem in point, and the result of their criticism is likely to be a hopeless bewilderment on the part of the client.

On the other hand, the decorator must constantly endeavor to create confidence. The prevailing shop idea of to-day must be laid aside. The decorator is selling not merchandise, but brains. Large stocks of merchandise are entirely unnecessary for him, though it is advisable for him to collect objects of unusual merit when the opportunity arrives, for such things are hard to procure at short notice.

DECORATOR AND ARCHITECT BURY THE HATCHET

A last and very important phase is the relation of the decorator and the architect, when both have been retained. The decorations may either make or ruin the architecture; hence it is of first importance to the architect to have a certain amount of authority over the decorator. In any case, it is essential that they work together in harmony. The decorator must relate his decorative scheme to the architecture and an architect should have the proper authority to see that this is done.

The task for the client to secure this harmony amongst his advisors is not, as it first appears, almost hopeless, but is indeed a simple one. If the architect has created confidence, it is well to have him recommend the decorator, who will then feel a moral obligation to the architect to harmonize the furnishings to the background. If the client has faith in a decorator, he should consult with him and if necessary have the decorator recommend the architect, who will then feel the responsibility of working in harmony with the decorator and may even, if necessary, design the house as a background suitable to preconceived ideas of the decorator.



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Contains a liberal assortment of Dean's Celebrated Cake and Jam, Khaki "Comfort" Kit, a Novel, Writing Materials, Playing Cards, Sewing Bag, Tooth Brush, Shoe Laces, Puzzles, Pipe and High-class Smoking-tobacco, etc., etc.

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Worn as a smart Walking Skirt.

Can be gathered up at the bottom by a simple patented method to form bloomers for work in garden, camp, or gymnasium.

TRI-WAY SPORT CLOTHES

Tri-Way Sport clothes with new patented skirt are sold at most department stores and specialty shops. If you have any difficulty in obtaining them write us and we will promptly send illustrations and prices of the newest styles in Tri-Way sport clothes.

DEALERS: Write or wire for prices. This is the newest and fastest selling line to-day. Visiting Buyers welcomed.

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House & Garden is the home maker's inspiration. And his tool. It shows you just what to do, how to do it, and—best of all, perhaps—just how it looks in other charming homes where it has been done.

To help you in planning your house this autumn—to show you just how practically helpful House & Garden can be—you may have the next five issues for \$1, by mailing us at once the coupon below—six, if you inclose your cheque, saving us the expense of billing. You will receive

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Autumn Decorating Number

SEPTEMBER

Are you thinking of redecorating in the Directoire style? Have you a Chinese mood for gold-powdered lacquer and cool blue rugs? Or are you happy with everything in your present scheme except that difficult stair hall? Authoritative information and beautiful pictures on decoration problems are in the Autumn Decorating Number of House & Garden.

Fall Planting Number

OCTOBER

Plant in the fall this year, and cut six months off the calendar of growing things next spring. All the newest wrinkles and surest reliabilities are in the Fall Planting Tables, carefully worked out by House & Garden's experts from seasons of experience, particularly for the Fall Planting Number. No matter whether you intend to raise tulips or turnips for a grateful country, these planting tables are invaluable.

House Planning Number

NOVEMBER

Will you build—or rebuild—in the spring? Then you will spend winter firelight over architects' drawings and the fascinating disarray of decorators' samples. This number of House & Garden will show you how to read plans, suggest clever devices, save you money, and remind you of things forgot. Many a home has been wrecked for lack of a laundry chute, and an ill-placed reading light may drive a man to Broadway.



Christmas Gift Number

DECEMBER

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This patriotic flower of red,
white, and blue is a small
thistle-like affair

This sea-going posy
designed for bathing-
caps may prove to
be amphibious



WAR'S WAYS ARE NEW YORK'S WAYS

(Continued from page 37)

arouse the diners. Ex-Governor Hughes, who introduced him, did not mention his name, but simply presented him as a young American who had been with the Ambulance in France, and who had seen something of real war. Without oratorical effect, but with a simple earnestness, Major Pottle told his story and made his appeal, and before he finished he had his entire audience on their feet,—and few there were with dry eyes.

Patriotic work in the taking of the military census was done by many women of New York society. Mrs. Cornelius Tangeman, Mrs. Stuyvesant Pillot, Miss Marjorie Curtis, Miss Mercedes de Acosta, Mrs. Jewett Minturn, and Miss Audrey Osborn all gave generously of their time. At her task, Mrs. Minturn wore an appropriately simple gingham gown, checked black and yellow and white. It buttoned at the back and had a square piqué collar and businesslike cuffs of stiff piqué, fastened with small pearl buttons. A dark blue satin hat faced with natural straw and trimmed with a wreath of flowers completed the costume, which is sketched in the middle on this page.

For a day's shopping in town, Mrs. Willard Straight wears a frock of dull black silk with a simple gathered skirt attached to the kimono waist by a wide belt that buttons all the way around. Cuffs of white handkerchief linen and a close-fitting round collar, which fastens on the shoulder with large black bone buttons, provide the necessary relief from the all black of the frock. Mrs. Charles Auchincloss wears a similar gown, but this time the skirt is of dark blue with large white polka dots, and the waist and belt are of plain blue.

A charming dotted foulard hat, sketched above the middle on this page, was worn by a young woman lunching at Sherry's the other day. A great deal of foulard is being worn this summer, and one sees both foulard dresses and foulard hats, but seldom are the two worn together. Foulard is a material that must be used with discretion, but when so used it is most attractive.

Sketched at the upper left on this page is a patriotic flower of the sort which has recently become quite a factor in dress, and which now makes its appearance in a new and extremely attractive guise. This time it is a little thistle-like affair in which the colors are subdued to a soft neutrality. The white, for instance, is not a dead white but a soft grayish tone, and the blue and the red are also lightly washed with gray. A flower of this kind makes a pretty boutonniere, or a little cluster of them may be used as a corsage bouquet with a white frock. In the sketch at the upper right on this page is pictured a new sea-going posy of some kind, which



When one wears foun-
lard hats, one is chic

is vaguely reminiscent of a morning-glory and a petunia, and which has the coloring of a nasturtium, but for all that it is a most attractive specimen of the species horticultural. At the belt of a bathing-suit, flowers of this kind give a pretty touch of color, but they are quite lovely enough to ornament even a formal gown.

In the shops along Fifth Avenue and in the by-ways, quiet reigns. The cool gray showrooms are deserted,

save perhaps by a lonely midinette who wiles away the interminable hours by knitting a sock for the soldiers, or perhaps the whole place is turned over to the decorators for its annual redoing. In the up-stairs work-rooms, however, boxes from Paris are beginning to be unpacked and plans for the coming autumn are being formulated. At Maison Klein, autumn styles have taken quite definite

shape, and though Mme. Klein, herself, is abroad, the privileged few may get a peep at some suits and frocks which will find a place in the autumn wardrobe of the smart New York women. Quite the most interesting things are the satin suits, made with long coats and in a way reminiscent of the Russian blouse. There seems to be quite a definite tendency towards long coats for autumn, not to the exclusion of the short coats, of course, but as a general fashion trend. The long suit coats shown at Maison Klein closely follow the contour of

the shoulder and arm, and form an easy casement for the figure to the waist-line, after which they flow out into a long rather full tunic, which may end anywhere between the knees and the hem of the skirt. Frequently this

tunic is banded with fur and quite frequently it is slashed. Sometimes it is simply cut at each hip, in which case the skirt is usually trimmed with buttons or else some other type of ornamentation at the side; in other cases it is slashed four or five times, which gives an effect of (Continued on page 100)

This frock of brown wool has the close shoulder-line and the flying panels characteristic of the autumn styles



Mrs. Jewett Minturn helped in taking the Military Census





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WAR'S WAYS ARE NEW YORK'S WAYS

(Continued from page 98)

loosely flying panels that usually end in tabs of fur. This idea is not by any means confined to Maison Klein: for Jenny does it, and Callot and Chéruit, as well.

For the satin suits, soft dull colors have been chosen, such as bottle green, prune color, midnight blue, and tête de nègre. The fur collars on the coats, which assume new lines, are large, and the deep fur cuffs that reach almost to the elbow are decidedly new. In almost every instance the coats are embroidered in wool, chenille, or silk, and often the pattern of the embroidery is of Chinese origin. The Chinese motif is coming in for more and more attention from all of the couturiers: one sees it in the cut of the sleeves and in the other details. A most attractive day frock is of dark blue satin with an overdress cut like a mandarin coat and profusely embroidered in gray chenille, which is worn over a narrower satin petticoat.

The loveliest of color contrasts are employed in the linings of the flying panels which are so conspicuous a feature of both suits and frocks. For instance, a dark bottle green suit will be lined with a lovely deep purple, and about a half-inch from the edge of the panel on the inside there will be applied rows of narrow soutache braid—three of them, probably; the two outer rows may be the same shade of green as the outside of the garment, and the middle one may be of soft yellow. This idea is varied on a number of the different models.

AUTUMN VIEWS OF COATS

The sketch at the lower right on page 98 shows an autumn model from Klein, which is made of a warm brown wool, trimmed with tête de nègre braid and tassels. In contrast to the majority of models, this one has a short coat, but it has the characteristic flying panels and close shoulder-line. Tassels will be much used in the trimming of fall clothes, and also heavy silk and wool cords.

The new top-coats from Paris also show the close shoulder-line, and even the eve-

ning coats, which continue as voluminous as in the past, generally have a clearly defined line across the shoulder and the upper arm. Sometimes this effect is accomplished by means of a yoke, and sometimes it is simply in the cut of the garment. Velvet wraps will continue smart, and these wraps are now profusely ornamented with fur. In fact, most of the fall wraps for day wear as well as for evening dress are about half fur. Broad bands of the fur are applied at the bottom; and narrower bands are put on in an unusual way, sometimes above and sometimes below the waist-line. One Bernard wrap has a band of fur applied across the back and arms below the shoulder-line, which gives the careless effect of a scarf that has slipped off the neck of the wearer. A Jenny suit of gray jersey cloth has a narrower band of fur applied below the waist-line at the back, which gives one the idea of a loose belt that has slipped down.

THE STRAIGHT AND NARROW WAY

Day coats are conspicuously straighter of line than last season and have lost much of their width. They continue to be made of the softest of wool velours, silk and wool duvetyn, and cashmere coating; their tones as a rule are exquisitely soft but colorful. Large wool tassels and cords are used as trimming, and sometimes a wide belt of the body material will be fringed with wool at the ends. Lanvin uses a wide belt of tan suède, placed at a very high waist-line, across the front of a grayish tan velours coat. The panels of fur, uncrossed by any belt, which frequently extend from neck to hem at the front of suit coats and top-coats, give a length of line that is becoming to most figures. Dyed furs, in tones which either match or harmonize with the materials upon which they are used, are favored. In the early models one does not see many strong contrasts between cloth and fur. Of course these models are but the first importations; in all probability the later importations will show more distinct novelties.

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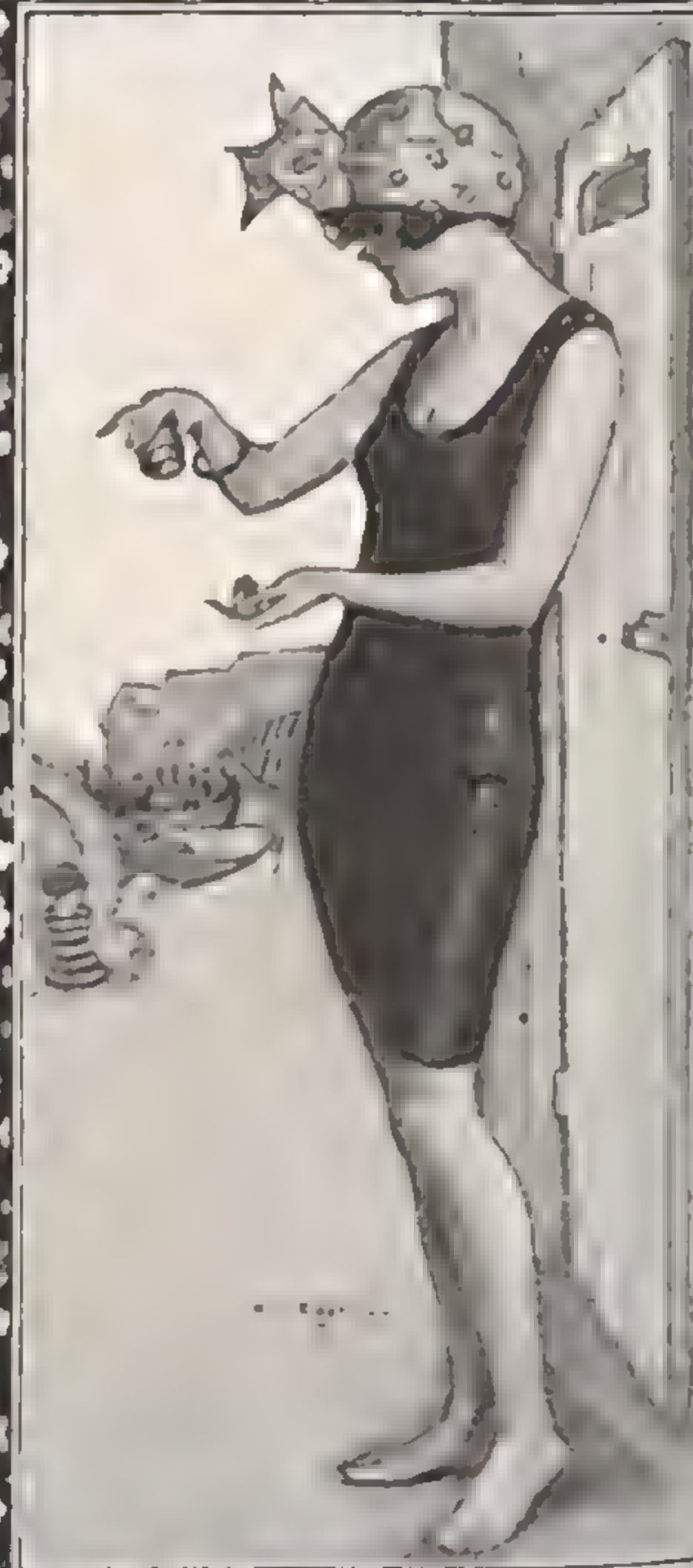
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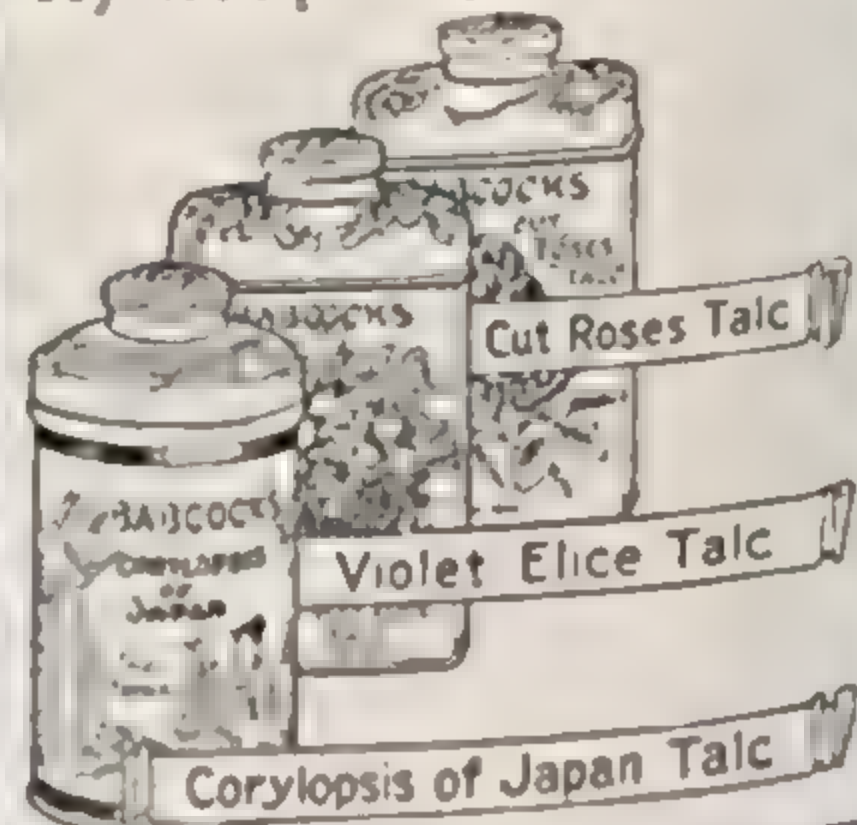
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A S S E E N b y H I M

(Continued from page 39)

attend to my many affairs. There I find women who adopt this sort of pose:

"I think employers should rise from their seats when their stenographers enter the room. It seems to me that it would be very difficult for a gentleman not to do so, for his first instinct would be to rise when a woman enters the room." What would an office be like, conducted on such principles?

There are men who deal with women in business as if they were women, forgetting that commercial transactions must level all distinctions of sex. I have known old gentlemen with false ideas of chivalry to quietly allow themselves to be mulcted or cheated by sharp women in their employ. I believe in much of the etiquette of the old school, but I certainly do not rise when the parlor maid comes into the room, and, although she is only a domestic servant and on a lower social level than the gentlewoman who takes a business position, the ethics are the same. I am sure that no one would resent a difference being made in business between the sexes more than the sensible business woman herself. She enters the field as a competitor and an equal and not with the old idea that woman is a frailer or an inferior being. To be treated civilly, naturally, but not with any obsequious show of false politeness, is all she asks. I think she would resent anything else.

A POPULAR FALLACY

There is also an idea that maids can not serve at the table without being awkward, some nonsense about their not being able to hand a dish properly, that is, in the same manner in which trained butlers serve. For myself, I am much in favor at the present time of having a maid serve at the table. It is difficult to get good flunkies, and now that the British recruiting officers are sweeping America for slackers, there are few good men-servants to be had. At one time, years ago, I was a member of a household where, after a bitter experience of a course of drunken butlers and second men, maids were tried. They were easily trained, they were neat and nice to look

at, they were quiet and prompt in service, they did not drink, and they were indeed a great success. I taught one of these maids to mix salads with great success and to decanter wines and keep them at their proper temperatures. Even before the war, there were many households in England where maids took the place of men, and since the war, the custom is almost universal. There are really no more flunkies, even in the big establishments, except superannuated ones and old family servants, beyond the age limit.

I think, myself, that the large hotels and restaurants in New York will have to come to the employment of maids to serve in the dining-rooms. The greatest drawbacks are, of course, the hours and the fast element which finds its way into some of our best inns, but now that the dancing days are over—that is the wild cabaret orgies—and with the present curtailed hours and various taxes, it may not be disadvantageous for hotels and restaurants to employ good maids. To be able to train a maid, really comes under the head of a social requirement, and it opens an interesting field for clever women.

As it is now, I object to the personnel of many of the smart New York hotels. I am not in favor of Japanese servants—who, by the way, are hard to get. I much prefer the Chinese; however, on the Atlantic coast, the Chinese are almost an unknown commodity. The Austrian and the North Teuton do not make good men-servants, and I will not have the Swiss, so there is little left but the Latin and the mixed races of Southern Europe. The old French waiters of the ancient régime of Delmonico's and Sherry's have nearly all of them passed away. Greek waiters are horrors, and, excellent as English servants are, I protest against being served by a British slacker who should be serving his country in the French trenches.

Just at present, we can do our bit by putting aside pomp and circumstance. It is done in England and France, and done cheerfully, and what, after all, are our grand establishments over here, even the most pretentious, to one of the big English town or country houses, with its absolutely perfect retinue of servants?

THE FASHIONS OF PARIS LEAD THE SIMPLE LIFE

(Continued from page 32)

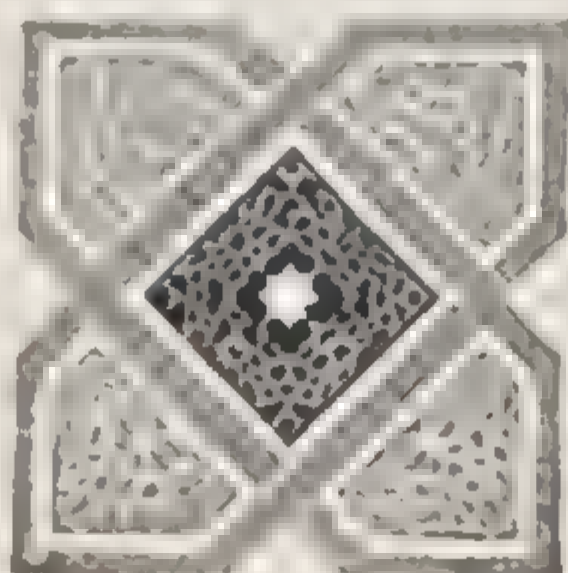
Premet manteau is straight, also,—straight and ample and loosely girdled. The sleeves are wide, and the collar is deep and square and may be piled up in a fascinating heap of wrinkles about the throat. The lining of the manteau varies according to the tissue. If the coat is of black satin, for instance, the lining is of grège satin. If the coat is of gray serge, the lining may be of dark blue foulard, cross-barred with white.

Parasols from the Maison Premet are made of thin blue silk, with sticks of mauve or cerise lacquer tipped with ivory. The parasol is lined with silk which matches the stick in color. One black parasol is mounted on a stick of natural wood, tipped with brilliant green galalite. The ferrule is broadened somewhat and flattened in an odd new way. New

bags from the Maison Premet are made of silk jersey embroidered with beads. Instead of a closing of coroso or metal, these bags are fitted with draw-strings of jersey, for the end of jersey is not yet.

M. Dœuillet, who has just sent a large collection of models to America to be exhibited in all the large cities in the States, is busily making manteaux for early autumn. Long and loose, plaited at the shoulders to provide the desired width, these cloaks, while rejoicing in enormous collars and pockets, are not belted in any way. This is almost alarming,—how are we ever to accustom ourselves to wearing a garment that can not be tied somewhere? However, the new line is very smart. The cloaks are made of velours de laine or serge, and are trimmed, some of them, with fur.

A. S.



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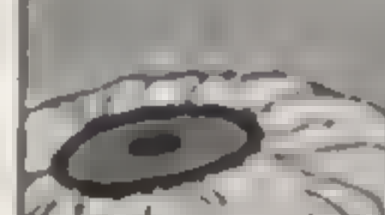
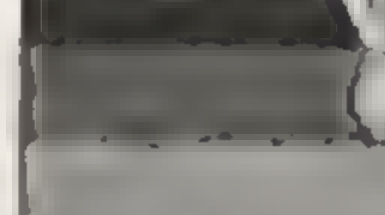
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One Year, \$5.00. (Canadian, \$5.52; Foreign, \$6.04.)

Does Advertising add to the Cost of Living?

Advertising is just one item in the total cost of doing business, and it is on this total cost that the price you pay for a product is based. Advertising must be figured in with costs of distribution, salesmen's salaries, manufacturing and raw materials.

By advertising, the manufacturer enlarges his market and blazes the path of his salesmen towards easier and larger sales—hence sales cost per unit decreases.

See how this works out:—suppose a manufacturer wants to put a new breakfast food on the market. He has two alternatives:—

He can hire a large force of salesmen to carry his product to thousands of dealers and depend upon the dealers to sell it to the consumer—

This is the old-fashioned, slow and expensive way.

Or he can supplement his sales organization by advertising in magazines that reach the consumer direct and in a short time create a demand and a market that will make it easy and immediately profitable for the dealers to stock his product—

This is the up-to-date, swift and economical way.

By advertising he has, almost at a single stroke, established in the public mind the name, use, quality, price and trade-mark of his product. He has created a big market, which makes large production possible: large production lowers manufacturing costs and large purchases lower the price of raw materials.

He is thus enabled to do business for a lower

total cost than the man who does not advertise—therefore he can make a lower price to the consumer which, because of competition, it is to his interest to do.

Having created valuable good-will, having established his price and stabilized his business by advertising, the advertiser will fight with all his might against any pressure which tends to disturb these conditions.

The non-advertiser is generally the first to take advantage of any tendency towards higher prices—he has less at stake, no good-will with the consumer to maintain, no promises to keep because his name and his goods are not widely known among the general public.

Higher prices are velvet for him.

But to the advertiser higher prices are the last resort, because he knows that YOU—the Public—may think he is untrue to his promise and is taking advantage of a crisis to make bigger profits. He will shave his profits to the last degree of thinness, he will put the economy screws on every department, he will balance on a one-inch ledge of hope before, as a last extremity, he raises his price.

And then he advertises to tell you why!

Look around and see for yourself how nationally advertised goods have, during these months of skyrocketing prices, maintained their old prices or increased only in small proportion to those of unbranded, unadvertised products.

Advertising is the one great force which is today working *to keep prices down*.

Collier's

THE NATIONAL WEEKLY



*The Original
Turkish Blend*

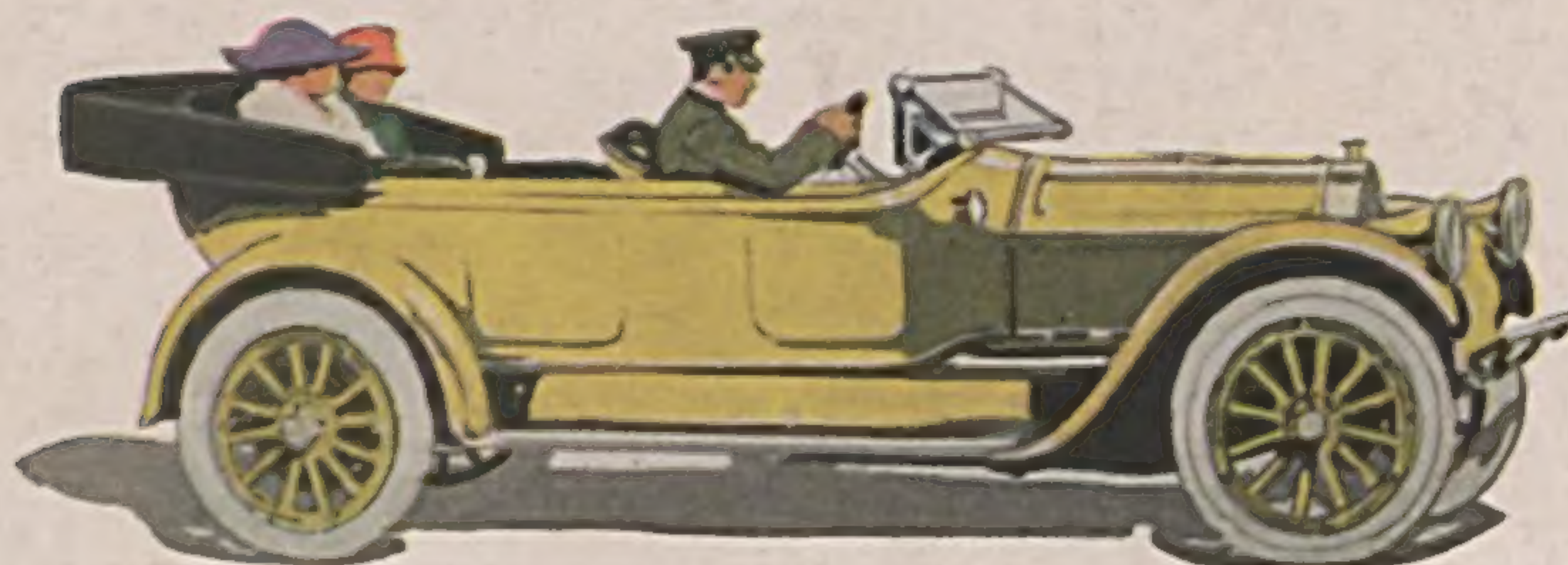
FATIMA

A Sensible Cigarette

PIERCE-ARROW



IT is one of the finer results that come with the accumulated wisdom of experience that one learns to judge in terms of quality rather than in terms of cost. The estimation in which the Pierce-Arrow is held is greater today than ever before, and greatest among those who have known and used it longest.



THE PIERCE-ARROW MOTOR CAR CO.
BUFFALO, N. Y.



CN00027418

DITTMAN COLOR PRINTING CO., INC.